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ABSTRACT

A study was conducted to identify new and emerging jobs in marketing and distributive education. Two job survey booklets were constructed and used to collect job information from 397 businesses and 318 distributive education coordinators in Texas. Additional investigations were made to determine if coordinator's background or school location was related to the jobs where coordinators placed students for training. As a result of the surveys, over one hundred jobs were identified as new and emerging. These jobs were further investigated to develop job descriptions and employment requirements for each. In addition, it was found that the work experience of coordinators influences their placement activities and who they talk to about distributive education placement. Demographic and background data collected indicated that 52 percent of the coordinators are located in schools in low or lower to middle income communities. Also, 20 percent of the coordinators reported that 45 percent of their students are enrolled in distributive education to supplement family income. (KA)

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IDENTIFICATION AND ANALYSIS OF EMERGING OCCUPATIONS IN MARKETING AND DISTRIBUTIVE EDUCATION

JULY 1979

FINAL REPORT

PREPARED BY

KEN HOGUE

OCCUPATIONAL RESEARCH PROGRAM

INDUSTRIAL ENGINEERING DEPARTMENT

TEXAS A&M UNIVERSITY

FOR THE

MARKETING AND DISTRIBUTIVE

EDUCATION PROGRAM

TEXAS EDUCATION AGENCY

AUSTIN, TEXAS

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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This research was performed in cooperation with the Research Coordinating Unit, Department of Occupational Education and Technology, Texas Education Agency.

ABSTRACT

This study was designed to identify new and emerging jobs in Marketing and Distributive Education. Two job survey booklets were constructed and used to collect job information from 397 businesses and 318 Distributive Education coordinators in Texas. The collected job information was input to the Statistical Analysis System (SAS), an intergrated data management and analysis computer package, for data processing and analysis. Over one hundred jobs were identified as new and emerging. These jobs were further investigated to develop job descriptions and employment requirements for each.

Additional investigations were made to determine if coordinators' background or school location was related to the jobs where coordinators placed students for training. For example, it was found that the work experience of coordinators influences their placement activities and who they talk to about DE placement. Other background data was collected and analysed to determine if any relationships exist that might predict placement or explain why there is a difference between jobs where businesses reported they would consider employing a DE student and total placement in Texas.

The results of this study can be used by coordinators when matching a student's interest and skills to job requirements. In addition, it will provide information coordinators can use to evaluate potential training stations. The Instructional Materials Center can use the information in developing or revising instructional materials. Area consultants will be able to use these results to evaluate training plans and to guide coordinators in developing their placement objectives or strategies. The agency will be able to use this information to make predictions regarding program growth and direction.

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INTRODUCTION AND STATEMENT OF NEED

The continuous growth of the Texas economy and the ever changing methods used to distribute goods and services from producer to consumer have caused a realignment of career opportunities in distributive jobs. This realignment has resulted in new and emerging occupations along with an increasing awareness of previously existing occupations that have not had placement and training emphasis through Distributive Education programs in the recent past. The rapidity of these changes has made it nearly impossible for Distributive Education coordinators, the Texas Education Agency's DE staff and Instructional Materials Center personnel to stay abreast with them.

DE coordinators from many areas of the state have voiced this concern to their area supervisors and others on TEA's staff, emphasizing the need for up to date placement and training information about these new occupational areas.

Instructional Materials Center personnel have also expressed a need for information concerning the training requirements for new distributive jobs in Texas. This information is needed to guide them in evaluating existing training for implementation in these new occupational areas and to help determine the content requirements of instructional materials for career areas where existing curriculum will not fill the training need.

To be sure that the total DE program in Texas remains abreast of these changes and can provide the appropriate curriculum to adequately prepare DE students for employment in these occupations, a major effort was undertaken to identify these occupations and their training requirements. This effort collected and reported information in the areas of concern and established procedures for collecting and reporting information about future changes in

distributive occupational areas. Included also was the development of guidelines for evaluating a new occupation for placement emphasis as well as for evaluating existing curriculum for implementation in the new area. In addition, it was demonstrated how an adequate definition of work performed at the job site by apprentice employees can be developed and translated into cost effective and job related instructional materials.

This effort also demonstrated how an adequate definition of work performed at the job site by apprentice employees can be developed and translated into cost effective and job related instructional materials.

To adequately evaluate existing curriculum and to collect appropriate information for developing new curriculum materials, the correct definition of the work performed by apprentice employees at the job site is needed in each of the new distributive occupations identified. If the work performed by apprentice employees is not correctly defined, placement, training development and even career decisions may be made on inadequate information about what will be expected of the DE student at the job site. These decisions are presently based on, and limited by, the experience of the individuals involved, including the student, who is the least informed of all. Considering that the student's future is what this program is all about, the information must be provided for the program to accomplish its objective.

Although the identification of all new and emerging occupations and their training requirements as perceived by employers was accomplished in this project, it was not practical or cost effective to develop a correct definition of the work performed by apprentice employees for all new distributive areas where existing training materials do not fill the training need. For demonstration purposes, the project staff and Instructional Materials Center personnel evaluated existing materials and determined which of the new occupations did not have adequate curriculum available. After this evaluation was completed,

project staff and Instructional Materials Center personnel selected the travel agent occupation for a more in-depth investigation of the correct definition of work performed by apprentice employees.

The instructional materials that resulted from this effort were keyed to the critical job requirements as defined through a job-task analysis. This analysis provided the occupational data base needed for translating work requirements into cost effective instructional materials. This approach in developing the needed information provided the documented guidelines for future use in not only distributive occupations, but in other co-op and vocational training programs as well.

OBJECTIVES

I. Identify and analyze new and emerging distributive occupations requiring placement and training emphasis.

II. Document employers perceived training requirements for these occupations.

III. Evaluate existing curriculum materials for implementation in these occupations.

IV. Demonstrate the techniques for collecting, analyzing and applying occupational information in curriculum development in a selected occupation.

V. Develop guides for application of techniques in IV.

VI. Demonstrate techniques for developing five types of job performance tests.

LITERATURE REVIEW

Several state and federal publications present occupational information that contributed to this investigation.

The Texas Employment Commission publishes "Job Scene 1985" which is a listing of existing jobs in Texas with projections of needs in 1985. The scope of this publication is limited to a listing of jobs with no description of work or training requirements. The scope also limits the specificity of the job listings. "Job Scene 1985" can be used as a guide for further investigation but cannot be used by itself to answer the questions being addressed in this project.

The Texas Employment Commission also publishes "Texas Occupational Employment Statistics - Industry Staffing Patterns for Selected Wholesale and Retail Trade". This report represents part of the result of the Occupational Employment Statistics (OES) Program involving State Employment Security Agencies in conjunction with the Employment Training Administration and the Bureau of Labor Statistics. The OES Program is designed to: (1) provide accurate profiles of occupational resources by industry and trends in the number of workers employed by occupation, (2) aid in projections of future manpower requirements by industry and occupations, and (3) identify emerging and disappearing occupations. The scope of this program limits the report to a listing of jobs within a structured format providing limited specificity of job titles and related data. The report does not include a description of work or training requirements. This document can be used as a reference and possibly for comparison of limited data bases within the scope of this project but it cannot be used by itself to answer the questions being addressed in this investigation.

The Department of Labor's 1977 edition of the Dictionary of Occupational Titles (DOT) provides a list of all jobs (approx. 20,000) in the United States

as defined by all state employment agencies and by the department's own survey efforts. The DOT contains most jobs found in the United States economy, but not all of them apply to distributive jobs in Texas. The DOT job definitions reflect composites of jobs rather than specific information as needed by this project. The DOT has also been used as a guide for further investigation into the areas of concern to this project. The broad definitions of work performed provided by DOT has been a great help in the development of survey instruments and the analysis process.

The "Standard Industrial Classification Manual" (SIC) published by the Executive Office of the President's Office of Management and Budget was developed for use in the classification of organizations by type of activity in which they are engaged. The SIC manual was used to identify businesses and industries to be surveyed for this project. The classification scheme used in the SIC is recognized as very acceptable in developing samples of businesses and industries for survey purposes.

The United States Office of Education has published "Instructional Program Codes for Distributive Education" to guide persons who have employment objectives in sales and marketing occupations (distributive occupations). This document lists and describes 24 general distributive occupational categories. Each occupational category has specific areas of instruction listed with a brief description of related competencies.

Dr. Richard L. Lynch of the Distributive Education Program at Virginia Polytechnical Institute and State University in Blacksburg, Virginia, has published a document titled "Broad Content Outlines In Marketing and Distribution." This document represents a portion of the first phase of a national curriculum project designed to develop guide for 19 instructional programs in Distributive Education.

The broad content outlines presented in this document were determined by using principles from competency based education. The objectives were identified for three levels of employment: entry, mid-management, and manager/owner. Representative job titles were developed for each of these levels within business establishments engaged in sales and marketing (distributive) activity. This report was used to develop survey forms and to contribute to job listings provided by other sources.

Region XIX Education Service Center in El Paso, Texas is an operation funded by the Texas Education Agency through the Department of Occupational Education and Instructional Services. This service center has developed a series of publications entitled "Vital Information for Education and Work" (VIEW). The VIEW project provides occupational information on 422 jobs across all career fields in Texas. The information was collected primarily from published sources with additional information collected through interviews. This is a very credible effort in that it does provide useful information on reported jobs. For purposes of this project, all applicable jobs are not included.

PROCEDURES

This project encompassed two major phases. The first was the identification of new and emerging occupations in Distributive Education. This phase collected training requirements for these occupations as perceived by employers or supervisors at the job site.

The second phase involved a demonstration of the collection, analysis and use of occupational information in the development of curriculum materials. This phase was dependent upon the first phase in that preliminary data about training requirements must be collected before a decision can be made concerning which occupation is to be used in this demonstration. Once this decision was made, the two phases continued simultaneously.

PHASE I

Development of Data Collection Instruments

This activity involved developing a list of job titles relevant to the selected SIC's and the United States Office of Education (USOE) classifications for distributive occupations. To accomplish this, an extensive review of information available from the Department of Labor, Texas Employment Commission, the USOE, TEA, other state education agencies, and research performed by universities and private consultants was conducted. This review produced a list of 297 job titles.

An advisory committee reviewed this list and determined that some job titles were ambiguous and duplications. As a result, the list was reduced to 237 job titles. This review resulted in two comprehensive survey documents (see Appendix E and F).

Respondents to the business survey questionnaire were asked to check the job titles that exist in their businesses, the job titles where they would

consider employing a DE student, and the job titles where a DE coordinator has talked to them about employing a DE student.

The second survey questionnaire was sent to DE coordinators. These respondents were asked to check the job titles where they have current placements, job titles where they have had placements in the last 3 years, and job titles where existing instructional materials are not adequate. DE coordinators and respondents from businesses were asked to add jobs that were not listed in the survey form. In another section of this survey instrument, coordinators were also asked to provide demographic and background data.

An additional form was developed to collect the information needed to identify the work requirements of new and emerging jobs. To accomplish this activity, a job analysis structured interview form was developed to collect data from supervisors of new and emerging jobs via on the job interviews (see Appendix B).

Sampling Procedures

It was determined that to collect the data needed, a large sample of distributive businesses and DE coordinators would have to be selected. To accomplish this, the Standard Industrial Classification Manual (SIC), published by the President's Office of Budget and Management was used as a source. The SIC classifies all businesses in the United States into types of operations within overall business categories.

TEA staff, area consultants, experienced coordinators, Instructional Materials Center personnel, and public school vocational directors were asked to serve as an advisory committee to review the types of businesses referenced in the SIC and select those most relevant to Distributive Education. One hundred and eleven types of businesses were selected for sampling (see Appendix C).

Using the SIC as a selection guide, 68,678 business organizations were identified as being relevant to Distributive Education in Texas. After evaluating the population, the objectives of the project and the budget for reproducing and mailing the survey forms, a computerized random sample of 1,500 businesses was selected. All DE coordinators with one or more years experience were included in the study. Approximately 700 coordinators met this criteria. A random sample of 25 businesses and 20 coordinators was also selected to field test the survey documents.

Field Administration Procedures

To insure that the returns from the field test and the survey would be adequate, a correspondence plan was developed. This plan included a series of cards and letters that were used to: alert the respondents to the survey, provide cover letters for the survey forms and follow-up notices to encourage the return of late forms.

Each field test sample received the survey form developed for their population. Twenty-one out of 25 in the business field test sample returned their surveys. Eighteen of the 20 in the coordinator field test sample returned the survey.

The field test resulted in minor changes in the background section and some of the job titles were reworded for clarity. The revised survey form was then reproduced for administration to the total sample.

Over 1,500 survey forms were mailed to the business sample. There were 397 usable returns. Over 600 surveys were mailed to DE coordinators with one or more years experience. There were 318 usable returns.

Each item in the survey document was inspected upon return and checks were made to insure that the respondent understood and followed the prescribed

directions for completing the form. Survey instruments in which it was obvious that the respondents failed to correctly follow directions were rejected for input into the data processing phase. Accepted data was key-punched and verified.

All jobs added by DE coordinators and business respondents were compared to the job list and those that were in fact different, were recorded for further analysis.

Data Processing for Analysis

The following procedures allowed the project staff to identify those jobs that were new and emerging in the distributive job market in Texas.

To determine whether or not jobs where employers would consider employing a DE student exceed total student placement, the responses from businesses had to be compared to the responses from coordinators. This comparison would establish the state of placements relative to the total job market in Texas.

The state of placements relative to the total job market was determined by formulating a comparison or ratio of "total placements" in DE programs to total responses of businesses that would consider hiring a DE student (known as "would hire"). This ratio was then designated as the "total Potential placement ratio" or TPPR. Each job on the list was also converted to a ratio of placements to "would hire". This ratio was designated as "potential placement ratio" (PPR). A computer assisted investigation was then conducted on the entire list of job titles to determine which PPR's fell above or below the TPPR. A wide variation of ratios existed in this list of titles. The

ratios varied from strongly positive, or well above the TPPR, to negative numbers well below the TPPR.

These ratios were then ranked in ascending order and those that appeared at the top of the list were eligible for the job analysis interview procedure. Although this review identified 69 jobs requiring the implementation of the job analysis interview, all 237 jobs on the original list and most of the jobs added by coordinators and the business sample were investigated. Approximately 277 jobs were described or had work requirements identified through a job analysis interview.

As job analysis interviews were completed, interview data was combined with information from the Dictionary of Occupational Titles and other applicable sources. Using the Statistical Analysis System (SAS), an integrated data management and analysis computer package, coordinator and business background data was further analyzed to determine if any background factors correlated with the placement patterns of coordinators.

PHASE II

The primary objective of this phase was to demonstrate how to develop and use an occupational data base when packaging an individual assignment for use by DE students in the classroom. To accomplish this objective, the TEA's DE staff and Instructional Materials Center personnel selected one of the emerging jobs identified in Phase I. The job of an apprentice travel agent was selected for this demonstration.

Development of Task Inventory

Recommended procedures were followed in developing a task inventory for travel agents (see Appendix G). In this respect, numerous texts, training manuals, agency job descriptions and other industry related publications

were reviewed to identify specific tasks performed by travel agents. From this comprehensive review of the literature, project staff developed an initial listing of the duties and tasks performed in this occupational field. On-the-job interviews with incumbent travel agents were required to develop task statements that met appropriate criteria for clarity of meaning and specificity of work activity. This was accomplished through over 30 interviews with incumbent workers and supervisors in all areas of the state. As a result of the field interviews, a second draft was prepared and presented to several experienced travel agents for review. Upon conclusion of these reviews, project staff produced the final draft of the task inventory.

The task inventory contained fifty-six tasks seperated into five duty categories. This listing of duties and tasks described all possible tasks performed by apprentice personnel in travel agencies.

Sampling Procedures

There are approximately 467 travel agencies in Texas. A sample of one hundred agency supervisors was selected to receive a job inventory. There were 42 usable job inventories returned. The sample was randomly selected from all geographical sections of Texas.

Field Administration Procedures

The task inventories were mailed to sample travel agencies along with a postage paid return addessed business envelope. A cover letter from the Secretary of the Southwest Chapter of the American Society of Travel Agents (ASTA) was enclosed to encourage the respondents to promptly return the job inventory. Each supervisor reviewed the task listing and checked those tasks they would assign an apprentice travel agent. Next, the supervisor used a seven point scale to rate tasks on training priority. With this procedure, each supervisor used the task inventory to describe the unique

set of tasks he or she assigns apprentice travel agents to perform and reports perceived training priority for each task. A series of follow-up letters were forwarded to supervisors who were late in returning the job inventories.

Each item in the task inventory was inspected upon return and checks were made to insure that the respondent understood and followed the prescribed directions for completing the job inventory. Those job inventories, in which the respondent failed to follow directions, were rejected for input into the data processing phase. Accepted data was keypunched and verified.

Data Processing for Analysis

The training priority ratings supplied by travel agent supervisors were investigated to assess their reliability. A special program computed an index of agreement between raters. This index was computed to identify raters who had reversed the scale or were non-cooperative. Two raters had to be deleted from the group. Next, the training priority ratings were averaged for each task. The tasks were then ranked in descending order. The tasks ranked highest were further analyzed through a task analysis (see Appendix D).

PRESENTATION OF DATA

PHASE I

The data presented in this section was collected from businesses and coordinators using the survey forms developed for this purpose (see Appendix E and F).

Table 1 on page 17 presents the job data reported by businesses and coordinators. This table displays the frequency of responses to each job title within the applicable United States Office of Education (USOE) classifications for DE instruction.

The column labeled OBS is a sequence number for each job title.

The letter prefix in the column labeled JOB TITLE was assigned to reference the USOE classification (see page 33). The numbers following the letter is the sequence number for each job title under the applicable USOE classification. Next is the job title.

The column labeled CURRENT displays the number of coordinators reporting current placements by job title. The column labeled OTHER displays the number of coordinators reporting other placements in the last 3 years.

The column labeled EXISTING displays the number of businesses reporting the existence of jobs. The column labeled WLD HIRE displays the number of businesses reporting they would consider employing a DE student in specific jobs. The column labeled DISCUSS displays the number of businesses reporting those jobs where a DE coordinator has talked to them about employing a student.

Since approximately one-half of the coordinators returned their surveys, the totals of coordinators responses on this summary can be multiplied by two to statistically represent all DE coordinators in Texas. The column

labeled TP_1 is current placements reported by coordinators multiplied by two. The column labeled TP_2 is the sum of current and other placements multipled by two.

The column labeled X represents the totals reported under EXISTING divided by the total business sample return multiplied by the total business population [X=(EXISTING/sample) population]. This statistically represents the total number of existing jobs in a given job title in Texas. The column labeled W represents the total under WLD HIRE divided by the total sample return multiplied by the total business population [W=(WLD HIRE/sample) population]. This statistically represents the total number of jobs within a job title where employers have indicated they would consider a DE student if they had an opening.

TABLE 1

Total DE Placements (TP_2) as Reported by Coordinators and Potential Placements as Reported by Businesses (W) by Job Title.

CURRENT = Number of students currently working in each job title (Spring 1978)
OTHER = Number of students that have worked in each job title within last 3 years.
EXISTING= Number of jobs business reported existing.
WLD HIRE= Number of jobs where business reported they would consider employing a DE student
DISCUSS = Number of jobs business reported DE coordinators had discussed employing a DE student

X=(EXISTING/397)*68678
W=(WLD_HIRE/397)*68678
TP1=CURRENT*2
TP2=(CURRENT+OTHER)*2

USOE=ADVERTISING

OBS	JOBTITLE	CURRENT	OTHER	EXISTING	WLD_HIRE	DISCUSS	TP1	TP2	X	W
1	A01 ADVERISING ASSISTANT	23	23	15	6	0	46	92	2594.89	1037.95
2	A02 ADVERTISING LAYOUT MAN	8	17	12	4	0	16	50	2075.91	691.97
3	A03 ADVERTISING-MATERIAL DISTRIBUTOR	7	9	7	2	0	14	32	1210.95	345.98
4	A04 CLERK, ADVERTISING	10	21	13	6	0	20	62	2248.90	1037.95
5	A05 CLERK, ADVERTISING-DISPATCH	18	4	2	2	1	36	44	345.98	345.98
6	A06 CLERK, ADVERTISING-SPACE	2	7	2	1	0	4	18	345.98	172.99
7	A07 CLERK, CLASSIFIED-AD	4	17	0	0	0	8	42	0.00	0.00
8	A08 COPYWRITER	2	8	3	0	0	4	20	518.98	0.00
9	A09 DISPLAYER, MERCHANDISE	35	32	33	21	4	70	134	5708.75	3632.84
10	A10 SALESPERSON, NEWSPAPER CIRCULATION	24	37	0	0	0	48	122	0.00	0.00
11	A11 SALESPERSON, ADVERTISING SERVICES	3	14	3	2	0	6	34	518.98	345.98
12	A12 SALES REPRESENTATIVE, ADVERTISING	3	7	4	1	0	6	20	691.97	172.99
13	A13 SALES REPRESENTATIVE, GRAPHIC ART	4	1	1	0	0	8	10	172.99	0.00
14	A14 SALES REPRESENTATIVE, PRINTING	6	6	3	2	0	12	24	518.98	345.98
15	A15 SALES REPRESENTATIVE, RADIO AND TV TIME	6	14	2	0	0	12	40	345.98	0.00
16	A16 SALES REPRESENTATIVE, SIGNS	4	5	1	1	0	8	18	172.99	172.99
17	A17 SALES REPRESENTATIVE, SIGNS AND DISPLAYS	1	3	3	1	0	2	8	518.98	172.99
18	A18 SALES REPRESENTATIVE, TV CABLE SERVICE	0	5	1	0	0	0	10	172.99	0.00
19	A19 SIGN WRITER	3	7	11	5	0	6	20	1902.92	864.96

USOE=APPAREL AND ACCESSORIES

OBS	JOB TITLE	CURRENT	ORTHER	EXISTING	WLD_HIRE	DISCUS	TP1	TP2	X	W
20	B01 FASHION COORDINATOR	12	10	5	5	2	24	44	864.96	864.96
21	B02 SALESPERSON, CORSETS	10	11	6	5	1	20	42	1037.95	864.96
22	B03 SALESPERSON, FASHION ACCESSORIES	170	50	13	11	4	340	440	2248.90	1902.92
23	B04 SALESPERSON, FURS	1	6	1	1	1	2	14	172.99	172.99
24	B05 SALESPERSON, INFANT'S AND CHILDREN'S WEAR	121	75	13	11	4	242	392	2248.90	1902.92
25	B06 SALESPERSON, JEWELRY	115	78	16	9	2	230	386	2767.88	1556.93
26	B07 SALESPERSON, LEATHER GOODS	35	27	12	10	2	70	124	2075.91	1729.92
27	B08 SALESPERSON, MEN'S AND BOY'S CLOTHING	172	68	22	17	8	344	480	3805.83	2940.87
28	B09 SALESPERSON, MEN'S FURNISHINGS	133	63	17	13	5	266	392	2940.87	2248.90
29	B10 SALESPERSON, MILLINERY	34	27	7	6	2	68	122	1210.95	1037.95
30	B11 SALESPERSON, ORTHOPEDIC SHOES	3	5	2	0	0	6	16	345.98	0.00
31	B12 SALESPERSON, SHOES	152	85	24	19	10	304	474	4151.82	3286.86
32	B13 SALESPERSON, WOMEN'S APPAREL AND ACCESSORIES	217	54	28	23	10	434	542	4843.79	3978.83
33	B14 SALESPERSON, YARD GOODS	54	70	9	8	2	108	248	1556.93	1383.94
34	B15 SALES REPRESENTATIVE, SAFETY APPAREL & EQUIP.	3	5	5	2	1	6	16	864.96	345.98
35	B16 SALES REPRESENTATIVE, UNIFORMS	8	10	4	2	1	16	36	691.97	345.98

USOE=AUTOMOTIVE

OBS	JOBTITLE	CURRENT	OTHER	EXISTING	WLD-HIRE	DISCUSS	TP1	TP2	X	W
36	C01 CAR RENTAL DISPATCHER	6	7	7	3	1	12	26	1210.95	518.98
37	C02 INVENTORY CONTROL CLERK	21	17	24	13	1	42	76	4151.82	2248.90
38	C03 MANAGER OF PARTS	11	22	33	7	1	22	66	5708.75	1210.95
39	C04 SALESPERSON, AUTOMOBILES	10	10	20	6	2	20	40	3459.85	1037.95
40	C05 SALESPERSON, AUTOMOTIVE ACCESSORIES	99	65	34	22	6	198	328	5881.74	3805.83
41	C06 SALESPERSON, AUTO RENTAL OR LEASING	5	11	7	3	1	10	32	1210.95	518.98
42	C07 SALESPERSON, PARTS	130	89	46	33	16	260	438	7957.65	5708.75
43	C08 SALESPERSON, TRAILERS AND MOTOR HOMES	10	9	6	1	1	20	38	1037.95	172.99

USOE=FINANCE AND CREDIT

OBS	JOBTITLE	CURRENT	OTHER	EXISTING	WLD-HIRE	DISCUSS	TP1	TP2	X	W
44	D01 CASHIER	72	33	60	21	10	144	210	10379.5	3632.84
45	D02 CASHIER SUPERVISOR	7	1	20	1	1	14	16	3459.8	172.99
46	D03 CLERK, ACCOUNT INFORMATION	21	15	37	14	2	42	72	6400.7	2421.89
47	D04 CLERK, CHARGE CARD	8	6	12	5	1	16	28	2075.9	864.96
48	D05 CLERK, CHARGE ACCOUNT	15	9	17	5	1	30	48	2940.9	864.96
49	D06 CLERK, COMMODITY LOAN	3	4	7	2	0	6	14	1210.9	345.98
50	D07 CLERK, CREDIT	30	27	38	8	3	60	114	6573.7	1383.94
51	D08 CLERK, CREDIT RECORDS	31	17	32	14	3	62	96	5535.8	2421.89
52	D09 CLERK, DISBURSEMENT	1	5	22	4	1	2	12	3805.8	691.97

USOE=FINANCE AND CREDIT CONT.

OBS	JOB TITLE	CURRENT	OTHER	EXISTING	WLD HIRE	DISC US	TP1	TP2	X	W
53	D10 CLERK, FOREIGN EXCHANGE	0	2	4	2	0	0	4	691.97	345.98
54	D11 CLERK, RECONCILEMENT	4	3	14	6	0	8	14	2421.89	1037.95
55	D12 CLERK, REGISTERED MAIL	8	3	6	2	0	16	22	1037.95	345.98
56	D13 CLERK, REMITTANCE	1	4	23	5	1	2	10	3978.83	864.96
57	D14 CLERK, ROUTING	12	6	8	5	0	24	36	1383.94	864.96
58	D15 CLERK, STATEMENT REQUEST	12	11	19	12	3	24	46	3286.86	2075.91
59	D16 TELLER	41	42	18	8	3	82	166	3113.86	1383.94
60	D17 TELLER, FOREIGN EXCHANGE	0	1	0	0	0	0	2	0.00	0.00
61	D18 TELLER, NEW ACCOUNTS	4	12	16	5	0	8	32	2767.88	864.96
62	D19 TELLER, NOTE	5	7	13	1	0	10	24	2248.90	172.99

USOE=FLORISTRY

OBS	JOB TITLE	CURRENT	OTHER	EXISTING	WLD HIRE	DISC US	TP1	TP2	X	W
63	E01 SALESPERSON, FLORIST SUPPLIES (RETAIL)	34	52	7	7	4	68	172	1210.95	1210.95
64	E02 SALESPERSON, FLORIST SUPPLIES (WHOLESALE	3	9	3	1	0	6	24	518.98	172.99
65	E03 SALESPERSON, FLOWERS (RETAIL)	59	93	9	8	6	118	304	1556.93	1383.94
66	E04 SALESPERSON, FLOWERS (WHOLESALE)	5	11	1	0	0	10	32	172.99	0.00

USOE=FOOD DISTRIBUTION

OBS	JOB TITLE	CURRENT	OTHER	EXISTING	WLD_HIRE	DISCUSS	TP1	TP2	X	W
67	F01 BAGGER, CARRY-OUT PERSON	239	40	7	7	5	478	558	1210.95	1210.95
68	F02 CASHIER, BAKERY PRODUCTS	39	47	4	4	3	78	172	691.97	691.97
69	F03 CASHIER, CHECKER	271	25	14	12	6	542	592	2421.89	2075.91
70	F04 CASHIER, COURTESY BOOTH	52	41	5	4	2	104	186	864.96	691.97
71	F05 CLERK, RECEIVING	115	44	7	2	2	230	318	1210.95	345.98
72	F06 CLERK, STOCK	224	38	11	9	6	448	524	1902.92	1556.93
73	F07 MANAGER, MEAT SALES AND STORAGE	10	23	9	2	0	20	66	1556.93	345.98
74	F08 SALES CLERK, FOOD	127	28	10	7	1	254	310	1729.92	1210.95
75	F09 SALESPERSON, BAKERY	32	45	4	4	3	64	154	691.97	691.97
76	F10 SALESPERSON, DRIVER-HELPER	8	7	2	1	2	16	30	345.98	172.992
77	F11 SALESPERSON, MEAT	36	47	8	4	1	72	166	1383.94	691.970
78	F12 SUPERMARKET BUYER	2	7	6	0	1	4	18	1037.95	0.000
79	F13 SUPERMARKET DEPARTMENT HEAD	13	33	3	0	0	26	92	518.98	0.000

USOE=FOOD SERVICE

OBS	JOB TITLE	CURRENT	OTHER	EXISTING	WLD_HIRE	DISCUSS	TP1	TP2	X	W
80	G01 CASHIER	154	55	5	5	2	308	418	864.96	864.96
81	G02 CATERING MANAGER	4	6	1	0	0	8	20	172.99	0.00
82	G03 CLERK, COUNTER	138	49	6	6	2	276	374	1037.95	1037.95
83	G04 EQUIPMENT AND SUPPLIES TRAINEE	6	4	0	0	0	12	20	0.00	0.00

USOE=FOOD SERVICE

OBS	JOBTITLE	CURRENT	OTHER	EXISTING	WLD_HIRES	DISCUSS	TP1	TP2	X	W
84	G05 FOOD CHECKER	61	21	1	0	0	122	164	172.99	0.00
85	G06 HOST-HOSTESS	38	41	1	1	0	76	158	172.99	172.99
86	G07 MANAGER, FAST FOOD SERVICE	26	37	2	0	0	52	126	345.98	0.00
87	G08 MANAGER, FOOD SERVICE	9	17	4	0	0	18	52	691.97	0.00
88	G09 SALESMAN, HOTEL AND RESTAURANT	2	4	1	0	0	4	12	172.99	0.00
89	G10 STEWARD	1	3	0	0	0	2	8	0.00	0.00
90	G11 SUPERVISOR, FOOD CHECKERS AND CASHIERS	15	5	0	0	0	30	40	0.00	0.00
91	G12 VENDING AND COIN MACHINE COLLECTOR	11	10	0	0	0	22	42	0.00	0.00
92	G13 WAITER, WAITRESS, HEAD	66	30	2	2	0	132	192	345.98	345.98

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USOE=GENERAL MERCHANDISE

OBS	JOBTITLE	CURRENT	OTHER	EXISTING	WLD_HIRES	DISCUSS	TP1	TP2	X	W
93	H01 BUYER	1	7	54	2	0	2	16	9341.6	345.98
94	H02 BUYER, ASSISTANT	5	8	30	11	1	10	26	5189.8	1902.92
95	H03 CASHIER	127	30	41	24	9	254	314	7092.7	4151.82
96	H04 CASHIER, CHECKER	156	43	25	15	5	312	398	4324.8	2594.89
97	H05 CASHIER, COURTESY BOOTH	32	20	5	3	1	64	104	865.0	518.98
98	H06 CASHIER, WRAPPER	39	23	17	13	5	78	124	2940.9	2248.90
99	H07 CLERK, CUSTOMER SERVICE	93	47	37	27	7	186	280	6400.7	4670.80
100	H08 CLERK, COUPON REDEMPTION	9	8	3	3	1	18	34	519.0	518.98
101	H09 CLERK, LAYAWAY	55	49	19	16	6	110	208	3286.9	2767.88
102	H10 CLERK, MAIL ORDER	40	27	11	9	2	80	134	1902.9	1556.93

USOE-GENERAL MERCHANDISE
CONT.

OBS	JOB TITLE		CURRENT	OTHER	EXIST ING	WLD HIRE	DISC USS	TP1	TP2	X	W
103	H11	CLERK, MARKING	55	39	24	19	7	110	188	4151.8	3286.86
104	H12	CLERK, RECEIVING	104	57	48	36	9	208	322	8303.6	6227.73
105	H13	CLERK, SALES	189	32	70	53	18	378	442	12109.5	9168.60
106	H14	CLERK, SHIPPING	45	28	30	20	4	90	146	5189.8	3459.85
107	H15	CLERK, STOCK	128	42	57	45	13	256	340	9860.6	7784.66
108	H16	COMPARISON SHOPPER	3	11	7	3	1	6	28	1210.9	518.98
109	H17	DELIVERYMAN	37	39	43	24	7	74	152	7438.7	4151.82
110	H18	DEMONSTRATOR	5	6	13	8	1	10	22	2248.9	1383.94
111	H19	INVENTORY CONTROL ASSISTANT	15	15	32	16	1	30	60	5535.8	2767.88
112	H20	MANAGER, DEPARTMENT	11	24	29	3	0	22	70	5016.8	518.98
113	H21	MANAGER, MACHINERY-EQUIPMENT RENTAL & LEASING	1	3	6	3	1	2	8	1038.0	518.98
114	H22	MANAGER, MERCHANDISE	1	5	14	1	1	2	12	2421.9	172.99
115	H23	MANAGER, STORE	3	6	50	1	1	6	18	8649.6	172.99
116	H24	ORDER FILLER	51	20	21	13	1	102	142	3632.8	2248.90
117	H25	PERSONAL SHOPPER	2	3	5	3	2	4	10	865.0	518.98
118	H26	SALES ATTENDANT	89	27	22	17	6	178	232	3805.8	2940.87
119	H27	SALES CHECK WRITER	9	3	6	4	2	18	24	1038.0	691.97
120	H28	SALESPERSON, CHINA AND SILVERWARE	29	33	5	2	1	58	124	865.0	345.98
121	H29	SALESPERSON, COSMETICS AND TOILETRIES	83	49	9	6	1	166	264	1556.9	1037.95
122	H30	SUPERVISOR OF SALES	2	2	12	0	0	4	8	2075.9	0.00
123	H31	VENDING-STAND SUPERVISOR	2	5	1	1	0	4	14	173.0	172.99
124	H32	WAREHOUSE PERSON	72	52	42	31	7	144	248	7265.7	5362.77
125	H33	WHOLESALER	24	16	5	0	0	48	80	865.0	0.00

USOE=HARDWARE

OBS	JOBTITLE	CURRENT	OTHER	EXISTING	WLD_HIRES	DISCUSS	TP1	TP2	X	W
126	I01 CLERK, ASSISTANT	32	23	6	5	1	64	110	1037.95	864.96
127	I02 MANAGER, CUSTOMER SERVICE	2	2	4	0	0	4	8	691.97	0.00
128	I03 SALESPERSON, BUILDING SUPPLIES (RETAIL)	88	75	12	9	2	176	326	2075.91	1556.93
129	I04 SALESPERSON, BUILDING SUPPLIES (WHOLESALE)	13	24	5	2	1	26	74	864.96	345.98
130	I05 SALESPERSON, DAIRY SUPPLIES	4	6	2	1	0	8	20	345.98	172.99
131	I06 SALESPERSON, ELECTRICAL	26	21	13	8	2	52	94	2248.90	1383.94
132	I07 SALESPERSON, FARM EQUIPMENT	13	11	13	4	1	26	48	2248.90	691.97
133	I08 SALESPERSON, FEED & FERTILIZER	30	29	3	0	0	60	118	518.98	0.00
134	I09 SALESPERSON, GENERAL HARDWARE (RETAIL)	107	67	20	11	3	214	348	3459.85	1902.92
135	I10 SALESPERSON, GENERAL HARDWARE (WHOLESALE)	10	8	4	3	2	20	36	691.97	518.98
136	I11 SALESPERSON, HORTICULTURAL & NURSERY PRODUCTS	19	41	7	4	1	38	120	1210.95	691.97
137	I12 SALESPERSON, PAINT AND WALLPAPER	32	37	10	7	3	64	138	1729.92	1210.95
138	I13 SALESPERSON, PLUMBING	27	22	9	5	2	54	98	1556.93	864.96
139	I14 SALESPERSON, TRACTOR & FARM IMPLEMENT	4	9	9	4	3	8	26	1556.93	691.97
140	I15 SERVICE DEPARTMENT MANAGER	1	1	11	2	2	2	4	1902.92	345.98
141	I16 YARDMAN	13	15	10	5	2	26	56	1729.92	864.96

USOE=HOME FURNISHINGS

OBS	JOBTITLE	CURRENT	OTHER	EXISTING	WLD_HIRE	DISCUSS	TP1	TP2	X	W
142	J01 APPRENTICE DECORATOR	3	3	5	4	0	6	12	864.96	691.97
143	J02 CLERK, WAREHOUSE AND DELIVERY	46	33	9	8	0	92	158	1556.93	1383.94
144	J03 DISPLAY ASSISTANT	15	12	4	3	1	30	54	691.97	518.98
145	J04 DRAPERY AND UPHOLSTERY ESTIMATOR	2	3	2	0	0	4	10	345.98	0.00
146	J05 FURNISHING DISPLAYER	5	5	3	2	0	10	20	518.98	345.98
147	J06 SALESPERSON, CURTAINS AND DRAPERIES	15	21	4	2	1	30	72	691.97	345.98
148	J07 SALESPERSON, CUSTOM DRAPERIES	3	1	4	2	1	6	8	691.97	345.98
149	J08 SALESPERSON, FLOOR COVERINGS	29	28	8	3	1	58	114	1383.94	518.98
150	J09 SALESPERSON, FURNITURE	53	37	13	8	1	106	180	2248.90	1383.94
151	J10 SALESPERSON, HOUSEHOLD APPLIANCES	41	37	15	9	1	82	156	2594.89	1556.93
152	J11 SALESPERSON, SEWING MACHINES	3	2	2	2	1	6	10	345.98	345.98
153	J12 SALESPERSON, STEREO EQUIPMENT	35	33	9	5	2	70	136	1556.93	864.96
154	J13 TRAINEE, BUYER	1	5	1	0	0	2	12	172.99	0.00
155	J14 TRAINEE, INTERIOR DECORATOR	5	7	1	0	0	10	24	172.992	0.00
156	J15 TRAINEE, MANAGEMENT	3	10	2	0	0	6	26	345.985	0.00

USOE=HOTELS AND LODGING

OBS	JOB TITLE	CURRENT	OTHER	EXISTING	WLD_HIRE	DISCUSS	TP1	TP2	X	W
157	K01 CASHIER	1	11	0	0	0	2	24	0.000	0.000
158	K02 CLERK, DESK	9	25	2	0	0	18	68	345.985	0.000
159	K03 CLERK, HOTEL	7	8	0	0	0	14	30	0.000	0.000
160	K04 CLERK, INFORMATION	1	3	0	0	0	2	8	0.000	0.000
161	K05 CLERK, RESERVATIONS	4	6	0	0	0	8	20	0.000	0.000
162	K06 RECEPTIONIST	4	7	1	1	0	8	22	172.992	172.992
163	K07 SALES REPRESENTATIVE, HOTEL SERVICES	0	4	0	0	0	0	8	0.000	0.000

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USOE=INDUSTRIAL MARKETING

OBS	JOB TITLE	CURRENT	OTHER	EXISTING	WLD_HIRE	DISCUS	TP1	TP2	X	W
164	L01 CLERK, SHIPPING	33	25	22	13	6	66	116	3805.83	2248.90
165	L02 CLERK, STOCK (INVENTORY CONTROL)	19	28	21	10	2	38	94	3632.84	1729.92
166	L03 CLERK, RECEIVING	26	19	22	13	4	52	90	3805.83	2248.90
167	L04 ORDER DISPATCHER	8	7	12	6	2	16	30	2075.91	1037.95
168	L05 SALESPERSON, COUNTER	12	8	14	8	1	24	40	2421.89	1383.94
169	L06 SALES REPRESENTATIVE-SALESPERSON	6	4	33	5	0	12	20	5708.75	864.96
170	L07 WAREHOUSE PERSON	38	28	27	19	5	76	132	4670.80	3286.86

USOE=INSURANCE

OBS	JOB TITLE	CURRENT	OTHER	EXIST	WLD_HIRE	DISCUS	TP1	TP2	X	W
171	M01 CLAIM EXAMINER	3	4	5	2	0	6	14	864.96	345.985
172	M02 CLERK, ESCROW	4	6	3	1	0	8	20	518.98	172.992
173	M03 CLERK, ESCROW ACCOUNT	4	3	4	1	0	8	14	691.97	172.992
174	M04 SALES AGENT, INSURANCE	5	10	16	3	1	10	30	2767.88	518.977

USOE=INTERNATIONAL TRADE

OBS	JOB TITLE	CURRENT	OTHER	EXIST	WLD_HIRE	DISCUS	TP1	TP2	X	W
175	N01 CLERK, DOCUMENTATION	1	2	0	0	0	2	6	0.000	0.000
176	N02 CLERK, IMPORT-EXPORT	2	3	2	1	0	4	10	345.985	172.992
177	N03 CLERK, ORDER	1	3	2	1	0	2	8	345.985	172.992
178	N04 SALESPERSON	3	2	2	1	0	6	10	345.985	172.992

USOE=PERSONAL SERVICES

OBS	JOB TITLE		CURRENT	OTHER	EXISTING	WLD_HIRE	DISCUS	TP1	TP2	X	W
179	001	COUNTER ATTENDANT-COUNTERPERSON	29	21	5	4	2	58	100	864.962	691.970
180	002	COUNTERPERSON, LAUNDRY OR DRY CLEANING	41	60	0	0	0	82	202	0.000	0.000
181	003	COUNTERPERSON, SHOE REPAIR	3	7	1	1	0	6	20	172.992	172.992
182	004	FUNERAL DIRECTOR ASSISTANT	4	8	0	0	0	8	24	0.000	0.000
183	005	REPAIR ESTIMATOR (SHOE, GARMENT, ETC.)	0	4	1	0	0	0	8	172.992	0.000
184	006	SALESPERSON, COSMETOLOGY	15	24	2	1	0	30	78	345.985	172.992
185	007	SALESPERSON, DANCE AND ART STUDIO	3	12	0	0	0	6	30	0.000	0.000
186	008	SALESPERSON, PET CARE SHOP	6	29	0	0	0	12	70	0.000	0.000
187	009	SALESPERSON, PHOTOGRAPHIC STUDIO	18	27	2	0	0	36	90	345.985	0.000
188	010	SALESPERSON OF PERSONAL SERVICES	17	21	1	0	0	34	76	172.992	0.000
189	011	SALESPERSON, RENTAL BUSINESS	11	11	2	1	0	22	44	345.985	172.992
190	012	SUPERVISOR, DRY CLEANING	9	11	0	0	0	18	40	0.000	0.000

USOE=PETROLEUM

OBS	JOB TITLE		CURRENT	OTHER	EXISTING	WLD_HIRE	DISCUS	TP1	TP2	X	W
191	P01	ATTENDANT, FULL-SERVICE STATION	141	115	10	6	6	282	512	1729.92	1037.95
192	P02	ATTENDANT, SELF-SERVICE STATION	62	60	7	6	1	124	244	1210.95	1037.95
193	P03	COUNTERPERSON	13	19	3	2	0	26	64	518.98	345.98
194	P04	DISTRIBUTOR DISPATCHER	3	5	4	0	0	6	16	691.97	0.00
195	P05	MANAGER, AUTOMOBILE SERVICE STATION	6	14	3	2	0	12	40	518.98	345.98
196	P06	SALESPERSON, OILFIELD SUPPLIES & EQUIPMENT	4	8	4	1	0	8	24	691.97	172.99
197	P07	WAREHOUSE PERSON (DISTRIBUTOR)	10	15	5	2	0	20	50	864.96	345.98

USOE=REAL ESTATE

OBS	JOBTITLE	CURRENT	OTHER	EXISTING	WLD_HIRE	DISCUSS	TP1	TP2	X	W
198	Q01 ASSOCIATE REALTOR	0	2	3	1	0	0	4	518.977	172.992
199	Q02 REAL ESTATE AGENT	2	2	2	0	0	4	8	345.985	0.000
200	Q03 RENTAL AGENT	1	2	2	0	0	2	6	345.985	0.000
201	Q04 RESIDENTIAL SALES ASSOCIATE	1	2	3	0	0	2	6	518.977	0.000
202	Q05 SALES AGENT, BUSINESS SERVICES	3	4	0	0	0	6	14	0.000	0.000
203	Q06 SALES ASSOCIATE-SALESPERSON-SALES AGENT	5	5	1	0	0	10	20	172.992	0.000

USOE=RECREATION AND TOURISM

OBS	JOBTITLE	CURRENT	OTHER	EXISTING	WLD_HIRE	DISCUSS	TP1	TP2	X	W
204	R01 CASHIER	13	17	2	2	0	26	60	345.98	345.985
205	R02 CLERK, INFORMATION	5	8	3	3	1	10	26	518.98	518.977
206	R03 MANAGER, RECREATION ESTABLISHMENT	4	5	2	0	0	8	18	345.98	0.000
207	R04 MANAGER, THEATER	7	8	0	0	0	14	30	0.00	0.000
208	R05 MANAGER, TRAVEL AGENCY	0	1	4	1	0	0	2	691.97	172.992
209	R06 RESERVATIONS AGENT	4	5	5	3	2	8	18	864.96	518.977
210	R07 SALESPERSON, ART OBJECTS	8	8	2	2	0	16	32	345.98	345.985
211	R08 SALESPERSON, BOAT & MOTORS, & MARINE SUPPLIES	5	11	1	1	0	10	32	172.99	172.992
212	R09 SALESPERSON, BOOKS	13	32	2	0	0	26	90	345.98	0.000
213	R10 SALESPERSON, MUSICAL INSTRUMENTS & ACCESSORIES	16	24	0	0	0	32	80	0.00	0.000
214	R11 SALESPERSON, PETS AND PET SUPPLIES	12	37	0	0	0	24	98	0.00	0.000
215	R12 SALESPERSON, PHONO RECORDS & TAPE RECORDINGS	32	31	2	2	1	64	126	345.98	345.985

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USOE=RECREATION AND TOURISM CONT.

OBS	JOBTITLE	CURRENT	OTHER	EXISTING	WLD HIRE	DISCUS	TP1	TP2	X	W
216	R13 SALESPERSON, PIANOS AND ORGANS	3	7	0	0	0	6	20	0.00	0.000
217	R14 SALESPERSON, SHEET MUSIC	4	5	0	0	0	8	18	0.00	0.000
218	R15 SALESPERSON, SPORTING GOODS	67	64	9	4	1	134	262	1556.93	691.970
219	R16 SALESPERSON, STAMPS OR COINS	1	4	0	0	0	2	10	0.00	0.000
220	R17 SALESPERSON, TOY TRAINS & ACCESSORIES	14	22	2	2	1	28	72	345.98	345.985
221	R18 SALES REPRESENTATIVE, HOBBIES AND CRAFTS	20	28	3	3	1	40	96	518.98	518.977
222	R19 SALES REPRESENTATIVE, NOVELTIES	8	15	0	0	0	16	46	0.00	0.000
223	R20 TRAVEL AGENT	7	4	7	3	2	14	22	1210.95	518.977

USOE=TRANSPORTATION

OBS	JOBTITLE	CURRENT	OTHER	EXISTING	WLD HIRE	DISCUS	TP1	TP2	X	W
224	S01 CLERK, ASSISTANT RATE	2	3	1	1	0	4	10	172.99	172.992
225	S02 CLERK, RATE	2	4	2	1	0	4	12	345.98	172.992
226	S03 CLERK, RATE & TRAFFIC TARIFF	2	4	3	1	0	4	12	518.98	172.992
227	S04 CLERK, RECEIVING	7	14	6	3	0	14	42	1037.95	518.977
228	S05 CLERK, SHIPPING	9	21	4	2	0	18	60	691.97	345.985
229	S06 CRATING & MOVING ESTIMATOR	0	3	1	1	0	0	6	172.99	172.992
230	S07 CUSTOMER SERVICE	9	8	2	2	0	18	34	345.98	345.985
231	S08 DISPATCHER	1	6	4	2	0	2	14	691.97	345.985
232	S09 EXPRESS AGENT	0	2	1	1	0	0	4	172.99	172.992

USOE=TRANSPORTATION
CONT.

OBS	JOBTITLE	CURRENT	OTHER	EXISTING	WLD_HIRE	DISCUSS	TP1	TP2	X	W
233	S10 RECEIVING CHECKER	3	6	3	1	0	6	18	518.977	172.992
234	S11 SUPERVISOR, CUSTOMER SERVICES	0	1	1	1	0	0	2	172.992	172.992
235	S12 TICKET AGENT	2	3	3	3	2	4	10	518.977	518.977
236	S13 TRAINEE, MANAGEMENT	1	4	4	3	0	2	10	691.970	518.977
237	S14 TRAINEE, SALES	0	3	5	4	0	0	6	864.962	691.970

The second data summary reports the state of placements relative to the total job market (see Table 2 on page 34). This was accomplished by formulating a comparison or ratio of "Total Placements" (TP_2) through DE programs to the total responses of business that would consider hiring a DE student (WLD HIRE). This ratio was designated the "Total Potential Placement Ratio" (TPPR). Each job on the list was also converted to a ratio of placements to "would hire". This ratio was designated the Potential Placement Ratio" (PPR). The PPR was ranked relative to the TPPR by subtracting the TPPR from each PPR. The results are ranked in ascending order. This means that the jobs listed first have a higher placement potential than those listed last.

The job titles ranked last have had more present or recent placements relative to the current job market. These job titles are traditional DE placements in that year after year, large numbers of students are placed in these jobs.

The TPPR was determined to be 0.11106. The formula for this is:

$$\text{TPPR} = \frac{\text{Total Placements in Texas}}{\text{Total WLD HIRE in Texas}}$$

The formula for PPR is:

$$\text{PPR} = \frac{\text{Total Placements in a Job Title}}{\text{Total WLD HIRE in a Job Title}}$$

The formula for computing the rankings for each job title is:

$$\text{Rank} = \text{PPR} - \text{TPPR}$$

During the survey process the coordinators and business respondents were asked to add jobs not included in the survey. Four of these jobs were listed by coordinators and business respondents. The PPR and rank for these job titles were computed and added to the rankings on this table.

USOE Code References

A letter prefix has been assigned each job on the following tables. This prefix references the USOE category where the job exists. To determine which category a job belongs to, you should refer to the following list:

A = Advertising
B = Apparel and Accessories
C = Automotive
D = Finance and Credit
E = Floristry
F = Food Distribution
G = Food Service
H = General Merchandise
I = Hardware
J = Home Furnishings
K = Hotels and Lodging
L = Industrial Marketing
M = Insurance
N = International Trade
O = Personal Services
P = Petroleum
Q = Real Estate
R = Recreation and Tourism
S = Transportation

For example, the first job listed is:

S - Trainee, Sales

On the above list, S represents the USOE category "Transportation".

This list will be used to identify the USOE category on Tables 2, 3, 4, 5, 6, 10 and 11.

TABLE 2

Jobs ranked in ascending order by the differences between each PPR and the TPPR.*

1	S - Trainee, Sales	-0.10239
2	D - Clerk, Foreign Exchange	-0.09950
3	D - Clerk, Remittance	-0.09950
4	I - Service Department Manager	-0.09950
5	R - Manager, Travel Agency	-0.09950
6	S - Supervisor, Customer Services	-0.09950
7	D - Clerk, Reconcilement	-0.09757
8	H - Buyer, Assistant	-0.09740
9	H - Manager, Machinery-Equipment Rental & Leasing	-0.09565
10	H - Demonstrator	-0.09516
11	D - Clerk, Disbursement	-0.09372
12	J - Apprentice Decorator	-0.09372
13	H - Personal Shopper	-0.09179
14	S - Ticket Agent	-0.09179
15	S - Trainee, Management	-0.09179
16	H - Inventory Control Assistant	-0.08938
17	D - Clerk, Statement Request	-0.08890
18	A - Sign Writer	-0.08794
19	J - Salesperson, Custom Draperies	-0.08794
20	L - Sales Representative - Salesperson	-0.08794
21	Q - Associate Realtor	-0.08794
22	S - Express Agent	-0.08794
23	J - Salesperson, Sewing Machines	-0.08216
24	L - Order Dispatcher	-0.08216
25	L - Salesperson, Counter	-0.08216
26	D - Clerk, Account Information	-0.08133
27	D - Clerk, Charge Card	-0.07869
28	C - Inventory, Control Clerk	-0.07727
29	H - Sales Check Writer	-0.07638
30	R - Reservations Agent	-0.07638
31	S - Crating & Moving Estimator	-0.07638
32	H - Deliveryman	-0.07445
33	A - Displayer, Merchandise	-0.07417
34	D - Teller, New Accounts	-0.07406
35	I - Salesperson, Tractor & Farm Implement	-0.07349
36	C - Salesperson, Automobiles	-0.07252
37	D - Clerk, Credit Records	-0.07142
38	L - Clerk, Receiving	-0.07104
39	L - Warehouse Person	-0.07090
40	D - Clerk, Commodity Loan	-0.07060
41	M - Claim Examiner	-0.07060
42	S - Dispatcher	-0.07060
43	D - Clerk, Routing	-0.06944
44	H - Clerk, Shipping	-0.06886
45	R - Travel Agent	-0.06867
46	H - Clerk, Stock	-0.06738
47	A - Sales Representative, Signs and Displays	-0.06482
48	B - Sales Representative, Safety Apparel & Equipment	-0.06482
49	H - Buyer	-0.06482
50	H - Warehouse Person	-0.06482

*See page 33 for letter prefix references.

TABLE 2
CONT.

51	N	- Clerk, Order	-0.064816
52	H	- Clerk, Sales	-0.062852
53	B	- Salesperson, Corsets	-0.062503
54	C	- Car Rental Dispatcher	-0.060962
55	R	- Clerk, Information	-0.060962
56	B	- Fashion Coordinator	-0.060191
57	L	- Clerk, Shipping	-0.059480
58	H	- Clerk, Receiving	-0.059356
59	H	- Comparison Shopper	-0.057108
60	L	- Clerk, Stock (Inventory Control)	-0.056723
61	C	- Manager of Parts	-0.056558
62	H	- Cashier, Wrapper	-0.055922
63	D	- Clerk, Charge Account	-0.055567
64	M	- Rating Clerk*	-0.055270
65	H	- Clerk, Marking	-0.053863
66	D	- Cashier	-0.053254
67	N	- Clerk, Import-Export	-0.053254
68	N	- Salesperson	-0.052354
69	S	- Clerk, Assistant Rate	-0.053254
70	M	- Sales Agent, Insurance	-0.053254
71	J	- Furnishing Displayer	-0.053254
72	Q	- Appraiser Trainee*	-0.051800
73	H	- Management Trainee*	-0.051797
74	A	- Clerk, Advertising	-0.051328
75	H	- Clerk, Customer Service	-0.051114
76	C	- Salesperson, Auto Rental or Leasing	-0.049401
77	H	- Salesperson, Pharmacy*	-0.048916
78	H	- Order Filler	-0.047919
79	D	- Clerk, Registered Mail	-0.047474
80	I	- Yardman	-0.046318
81	H	- Clerk, Coupon Redemption	-0.045547
82	I	- Salesperson, Electrical	-0.043138
83	H	- Manager, Merchandise	-0.041693
84	I	- Salesperson, Farm Equipment	-0.041693
85	I	- Salesperson, General Hardware (Wholesale)	-0.041693
86	S	- Clerk, Rate	-0.041693
87	S	- Clerk, Rate & Tariff	-0.041693
88	A	- Sales Representative, Printing	-0.041693
89	B	- Salesperson, Leather Goods	-0.039381
90	A	- Advertising Layout Man	-0.038803
91	H	- Clerk, Layaway	-0.035913
92	H	- Cashier	-0.035431
93	C	- Salesperson, Parts	-0.034336
94	H	- Sales Attendant	-0.032172
95	B	- Salesperson, Furs	-0.030132
96	H	- Vending-Stand Supervisor	-0.030132
97	M	- Clerk, Escrow Account	-0.030132
98	S	- Clerk, Receiving	-0.030132
99	D	- Clerk, Credit	-0.028687
100	H	- Clerk, Mail Order	-0.024994

*Added Jobs

TABLE 2
CONT.

101	C	- Salesperson, Automotive Accessories	-0.024877
102	A	- Advertising Assistant	-0.022425
103	D	- Cashier Supervisor	-0.018571
104	A	- Advertising-Material Distributor	-0.018571
105	R	- Salesperson, Art Objects	-0.018571
106	A	- Salesperson, Advertising Services	-0.012790
107	S	- Customer Service	-0.012790
108	J	- Salesperson, Household Appliances	-0.010863
109	A	- Clerk, Advertising-Space	-0.007010
110	A	- Sales Representative, Signs	-0.007010
111	H	- Manager, Store	-0.007010
112	S	- Receiving Checker	-0.007010
113	B	- Sales Representative, Uniforms	-0.007010
114	J	- Display Assistant	-0.007010
115	I	- Salesperson, Plumbing	0.002239
116	I	- Salesperson, Paint and Wallpaper	0.002900
117	J	- Clerk, Warehouse and Delivery	0.003106
118	A	- Sales Representative, Advertising	0.004552
119	I	- Salesperson, Dairy Supplies	0.004552
120	M	- Clerk, Escrow	0.004552
121	O	- Counterperson, Shoe Repair	0.004552
122	P	- Manager, Automobile Service Station	0.004552
123	B	- Salesperson, Millinery	0.006478
124	D	- Teller	0.008887
125	K	- Receptionist	0.016113
126	I	- Clerk, Assistant	0.016113
127	A	- Clerk, Advertising-Dispatch	0.016113
128	J	- Salesperson, Furniture	0.019003
129	H	- Manager, Department	0.023820
130	B	- Salesperson, Women's Apparel and Accessories	0.025161
131	D	- Teller, Note	0.027674
132	E	- Salesperson, Florist Supplies (Wholesale)	0.027674
133	P	- Salesperson, Oilfield Supplies and Equipment	0.027674
134	E	- Salesperson, Florist Supplies (Retail)	0.030977
135	B	- Salesperson, Shoes	0.033150
136	O	- Counter Attendant-Counterperson	0.033454
137	P	- Warehouse Person (Distributor)	0.033454
138	H	- Cashier, Checker	0.042318
139	J	- Salesperson, Stereo Equipment	0.046172
140	B	- Salesperson, Men's and Boy's Clothing	0.052156
141	F	- Salesperson, Driver-Helper	0.062357
142	I	- Salesperson, Horticultural and Nursery Products	0.062357
143	R	- Cashier	0.062357
144	S	- Clerk, Shipping	0.062357
145	B	- Salesperson, Men's Furnishings	0.063247
146	B	- Salesperson, Yard Goods	0.068138
147	I	- Salesperson, General Hardware (Retail)	0.071817
148	R	- Salesperson, Boat & Motors, & Marine Supplies	0.073919
149	R	- Sales Representative, Hobbies and Crafts	0.073919
150	P	- Counterperson	0.073919

TABLE 2
CONT.

151	F - Manager, Meat Sales and Storage	0.079699
152	H - Cashier, Courtesy Booth	0.089334
153	B - Salesperson, Infant's and Children's Wear	0.094939
154	J - Salesperson, Curtains and Draperies	0.097041
155	R - Salesperson, Toy Trains & Accessories	0.097041
156	I - Salesperson, Building Supplies (Retail)	0.098326
157	I - Salesperson, Building Supplies (Wholesale)	0.102822
158	C - Salesperson, Trailers and Motor Homes	0.108602
159	E - Salesperson, Flowers (Retail)	0.108602
160	J - Salesperson, Floor Coverings	0.108602
161	F - Salesperson, Bakery	0.111493
162	B - Salesperson, Fashion Accessories	0.120163
163	P - Attendant, Self-Service Station	0.124017
164	F - Salesperson, Meat	0.128834
165	B - Salesperson, Jewelry	0.136863
166	F - Cashier, Bakery Products	0.137505
167	O - Salesperson, Rental Business	0.143286
168	H - Salesperson, Cosmetics and Toiletries	0.143286
169	F - Sales Clerk, Food	0.144937
170	F - Cashier, Courtesy Booth	0.157737
171	F - Cashier, Checker	0.174116
172	F - Clerk, Stock	0.225499
173	H - Salesperson, China and Silverware	0.247337
174	G - Clerk, Counter	0.249264
175	R - Salesperson, Phono Records & Tape Recordings	0.253117
176	R - Salesperson, Sporting Goods	0.267569
177	O - Cosmetology	0.339826
178	F - Bagger, Carry-Out Person	0.349736
179	G - Cashier	0.372198
180	P - Attendant, Full-Service Station	0.382217
181	G - Waiter, Waitress, Head	0.443877
182	G - Host-Hostess	0.802274
183	F - Clerk, Receiving	0.808055

Other jobs added by coordinators and business respondents are reported in Tables 3 & 4 on pages 38 & 39. A PPR could not be computed for these since both respondent groups would have to report the job. The approximate number of would hires (W) and placements (TP_2) are reported.

There were also 26 jobs in the survey that coordinators reported as having students placed that the business sample did not report EXISTING or WLD HIRE. There was an additional 34 jobs in the survey that coordinators reported having placements that the business respondents reported EXISTING but did not report any WLD HIRE. These jobs are reported in Tables 5 & 6 on pages 40 & 41. The approximate number of existing jobs (X) and placements (TP_2) are reported.

TABLE 3

JOBS ADDED BY BUSINESS SAMPLE*
Jobs That Were Not Listed on Business Survey Form

	# of WLD HIRE (W)
C - Auto Glass, Retail, Wholesale	519
D - Loan Officer	346
D - Management Trainee	173
F - Salesperson, Health Food - Supplement	173
F - Manager Trainee, Health Food	519
H - Salesperson, Photographic Equipment & Supplies	346
H - Salesperson, Bicycles, Parts & Accessories	519
L - Burglar Alarm System Sales	346
M - Office Manager Trainee	346

*See page 33 for letter prefix references.

TABLE 4

JOBS ADDED BY COORDINATORS*

Jobs That Were Not Listed on Coordinator Survey Form

	# of Placements (TP_2)
B - Cashier-Head, Layaway	2
B - Salesperson, T-shirt speciality	2
B - Salesperson, General	2
B - Salesperson, Dance Costumes	2
C - Clerk, Stock	4
C - Salesperson, Motor Cycles	2
C - Cashier, Receptionist	2
D - Contract Writer	2
D - Clerk, Customer Service	4
D - Manager, Credit Dept.	2
D - Runner	2
F - Clerk, Produce	18
F - Salesperson, Meat (seafood)	2
F - Manager, Store	4
G - Manager, Assistant	8
H - Salesperson, Office Supplies	4
H - Manager, Assistant Store	2
I - Salesperson, Air Conditioning & Heating Equipment	2
I - Cashier	2
I - Salesperson, Keys & Locks	2
J - Salesperson, Fireplace	2
K - Assistant Buyer	2
M - Receptionist & Filing	4
M - Clerk & General Office	6
M - Sales & Clerk Trainee	10
M - Clerk, Claims	6
O - Salesperson, Pest Control	2
P - Sales Trainee	2
P - Manager, Assistant, Auto Service Station	4
P - Cashier-Receptionist	4
Q - Cashier-Receptionist	6
Q - Sales Trainee, Real Estate	2
Q - Title Clerk	2
R - Salesperson, Recreation Establishment	2
R - Recreational Services	2
R - Photographic Supplies	4
R - Manager, Assistant, Theater	2
R - Salesperson, Toys	4
R - Salesperson, C.B. Radio & Service	2
R - Salesperson, Giftware	2
R - Salesperson, Tickets	2

*See page 33 for letter prefix references.

TABLE 5

Coordinators Reported Placements (TP_2), and Businesses Reported that Jobs Exist in These Job Titles (X), But Did Not Report Would Hire (W).*

	X	TP_2
1 A - Copywriter	518	20
2 A - Sales Representative, Graphic Art	173	10
3 A - Sales Representative, Radio and TV Time	346	40
4 A - Sales Representative, TV and Cable Service	1903	20
5 B - Salesperson, Orthopedic Shoes	346	16
6 E - Salesperson, Flowers (Wholesale)	519	24
7 F - Supermarket Buyer	1038	18
8 F - Supermarket Department Head	519	92
9 G - Catering Manager	173	20
10 G - Food Checker	173	164
11 G - Manager, Fast Food Service	346	126
12 G - Manager, Food Service	693	52
13 G - Salesman, Hotel and Restaurant	173	12
14 H - Supervisor of Sales	2076	8
15 H - Wholesaler	865	80
16 I - Manager, Customer Service	692	8
17 I - Salesperson, Feed & Fertilizer	1211	120
18 J - Drapery and Upholstery Estimator	346	10
19 J - Trainee, Buyer	173	12
20 J - Trainee, Interior Decorator	173	24
21 J - Trainee, Management	346	26
23 K - Clerk, Desk	346	68
24 O - Repair Estimator (Shoe, Garment, Etc.)	173	8
26 O - Salesperson, Photographic Studio	346	90
27 O - Salesperson of Personal Services	173	76
28 P - Distributor Dispatcher	692	16
29 Q - Real Estate Agent	346	8
30 Q - Rental Agent	346	6
31 Q - Residential Sales Associate	519	6
32 Q - Sales Associate-Salesperson-Sales Agent	173	20
33 R - Manager, Recreation Establishment	346	18
34 R - Salesperson, Books	346	90

*See page 33 for letter prefix references.

TABLE 6

Coordinators Reported Placements (TP_2),
Business Did Not Report Existing or Wld Hire

	TP_2
1 A - Clerk, Classified-Ad	42
2 A - Salesperson, Newspaper Circulation	122
3 D - Teller, Foreign Exchange	2
4 G - Equipment and Supplies Trainee	20
5 G - Steward	8
6 G - Supervisor, Food Checkers and Cashiers	40
7 G - Vending and Coin Machine Collector	42
8 K - Cashier	24
9 K - Clerk, Hotel	30
10 K - Clerk, Information	8
11 K - Clerk, Reservations	20
12 K - Sales Representative, Hotel Services	8
13 N - Clerk, Documentation	6
14 O - Counterperson, Laundry or Dry Cleaning	202
15 O - Funeral Director Assistant	24
16 O - Salesperson, Dance and Art Studio	30
17 O - Salesperson, Pet Care Shop	70
18 O - Supervisor, Dry Cleaning	40
19 Q - Sales Agent, Business Services	14
20 R - Manager, Theater	30
21 R - Salesperson, Musical Instruments and Accessories	80
22 R - Salesperson, Pets and Pet Supplies	98
23 R - Salesperson, Pianos and Organs	20
24 R - Salesperson, Sheet Music	18
25 R - Salesperson, Stamps or Coins	10
26 R - Sales Representative, Novelties	46

*See page 33 for letter prefix references.

The data presented in this section was collected from coordinators using the background information section of the survey form. The background information section includes questions concerning the coordinators work experience, the factors used in evaluating a training station for placement, the number of years experience teaching DE, the coordinator's achieved degree level, the number and type of Co-op programs in the school, and the school size.

Of the coordinators reporting, 59% were from urban areas with populations of 50,000 or less, 13.5% were from urban areas with populations ranging from 51,000 to 150,000 people and 24% were located in cities with populations over 301,000 (see Table 7 below).

TABLE 7

Percentage of Coordinators Located Within Given City Population Ranges.

City Populations	% of Coordinators by City Size
1-50,000	59%
51-150,000	13.5%
151-300,000	2.6%
301,000 and over	24%

The average school size reported was 1,362 students, with 62.6% of coordinators located in schools with student populations under 1,500. Also, 52% of the coordinators reported being in schools located in low to lower middle income socio-economic communities.

Nearly 63% of the coordinators reported having 26-40 students in their program. Twenty percent also reported that over 45% of their students were taking DE in order to supplement their family's income.

The table below presents the five factors which DE teachers consider most often when evaluating a job for DE placement. Of the coordinators reporting, 93% reported they consider availability of training to be the most important factor. The cooperation of the training sponsor was ranked second, with 84.2% reporting. Working conditions ranked 3rd with working hours and future promotion ranking fourth and fifth respectively. The magnitude of the percentages decreases sharply after the fifth factor.

TABLE 8

Rank Ordering of the Factors Considered Most Often When Evaluating a Job for DE Placement

1.	Training offered at the job site	93.1%
2.	Cooperation of the training sponsor	84.2%
3.	Working conditions	78.9%
4.	Working hours	58.6%
5.	Future promotion, advancement or salary opportunities for student	48.7%
6.	Wage	26.0%
7.	Location	26.0%
8.	Student's transportation problems	25.0%
9.	Availability of support materials in the classroom	19.4%
10.	Special requirements of the job	13.5%
11.	Physical requirements of the job	10.2%
12.	Age of student	6.6%
13.	Sex of student	5.3%
14.	Instructional materials are inadequate for the occupation	5.3%
15.	Others	1.3%

Table 9 presents coordinators years of experience in teaching DE as a percent of the total number reporting. Nearly 95% have 15 years experience or less, and as you can see from the table, 45% have less than 5 years experience. This is 45% of coordinators who have one or more years experience teaching DE. Coordinators with less than one year were not surveyed. The average experience of coordinators reporting is 6.8 years.

TABLE 9
Years Experience Teaching DE

Years	% of Coordinators
5 or less	45.1 %
6	52.7%
7	63.2%
8	70.8%
9	74.4%
10	78.3%
15	94.8%

One (.3%) coordinator reported having a Ph.D. while 56.6% reported having a bachelor's degree and 47.8% reported earning a master's degree.

Coordinators indicated work experience in all the 237 jobs in the survey except the following:

Counterperson, Shoe Repair
Repair Estimator (Shoe, Garment, etc.)
Manager, Travel Agent
Clerk, Assistant Rate (Transportation)

Coordinators also added over 50 distributive and non-distributive jobs in which they had work experience areas. Table 10 lists the jobs where most coordinators reported having work experience. As you can see Apparel and Accessories, Food Distribution and General Merchandising were the areas reported by the largest numbers of coordinators.

TABLE 10

Job Titles Most Coordinators Reported Having Work Experience *

A09	Displayer, Merchandise	47.4%
B03	Salesperson, Fashion Accessories	28.6%
B05	Salesperson, Infant's and Children's Wear	24.4%
B06	Salesperson, Jewelry	21.7%
B08	Salesperson, Men's and Boy's Clothing	37.5%
B09	Salesperson, Men's Furnishings	30.3%
B12	Salesperson, Shoes	26.6%
B13	Salesperson, Women's Apparel & Accessories	27.6%
F01	Bagger, Carry-out Person	36.5%
F03	Cashier, Checker	36.5%
F05	Clerk, Receiving	27.6%
F06	Clerk, Stock	35.9%
F08	Sales Clerk, Food	21.1%
G01	Cashier	22.7%
H03	Cashier	23.0%
H04	Cashier, Checker	25.7%
H07	Clerk, Customer Service	19.1%
H09	Clerk, Layaway	18.4%
H11	Clerk, Marking	18.1%
H13	Clerk, Sales	39.1%
H15	Clerk, Stock	27.3%
H26	Sales Attendant	18.4%
I09	Salesperson, General Hardware (Retail)	16.4%
P01	Attendant, Full-Service Station	33.2%

Each of the 237 job titles listed in the survey form had at least one coordinator (.3%) indicate that available instructional materials was inadequate.

Table 11 lists the jobs where the largest number of coordinators reported that the instructional material was inadequate.

TABLE 11

Percent of Coordinators Reporting Available Instructional Materials Are Inadequate

USOE Reference*	Job Title	% Coordinators Reporting
C	Salesperson, Parts	25.3%
C	Salesperson, Automotive Accessories	23.0%
P	Attendant, Full Service Station	19.7%
B	Salesperson, Shoes	16.8%
H	Salesperson, Cosmetics & Toiletries	16.8%
O	Counterperson, Laundry or Dry Cleaning	16.8%

*See page 33 for letter prefix reference.

The number of coordinators responding to the remaining job titles as having inadequate instructional materials was relatively insignificant.

To determine if these background variables and other data collected had any numerical relationship, a Pearson's Product Moment Correlation Coefficient was calculated between the following and produced the matrix on page 48.

1. The number of businesses that reported a teacher had discussed placement of a student in a given job - labeled DISCUSS.
2. The number of coordinators reporting that instructional material is inadequate for given job titles - labeled INSTRUCTION.
3. The number of placements (TP_2) in each job title - labeled PLACEMT.
4. The ratio of existing WLD HIRE to total D.E. placements in Texas (TPPR) - labeled RATIOHIR (PPR).
5. The populations of the city where reporting coordinators are located - labeled POP.
6. Years experience coordinators have in teaching D.E. - labeled YRSEXP.
7. The number of years coordinators have taught in public school - labeled YRSTAUGHT.
8. The percentage of students taking D.E. to supplement family income - labeled PCNTSTUD.
9. The number of coordinators reporting work experience in given job titles - labeled EXPERIENCE.

These correlations are presented in Table 12 on page 48.

The most significant correlations are between

1. Coordinators experience and:
   a. Discussed placement with businesses .643
   b. Instructional materials inadequate .573
   c. Placements .873

2. Discuss placement with businesses and:

   a. Instructional material inadequate .549

   b. Placements .640

   c. Experience (as above) .643

3. Ratio of would hire (WLD HIRE to PLACEMENTS) and:

   a. Instructional material inadequate .417

   b. Placements .474

4. Placements and:

   a. Instructional material inadequate .821

   b. Ratio Hir (as above) .474

   c. Experience of coordinators (as above) .873

TABLE 12

Correlation of Job Title Data From Businesses, Job Title Data From Coordinators and Background Data of Coordinators

CORRELATION MATRIX

CORRELATION COEFFICIENTS/PROB > |R| UNDER HO:RHO=0 / NUMBER OF OBSERVATIONS

	EXPERNCE	POP	YRSEXP	YRSTAGHT	PCNTSTUD	DISCUSS	INSTRUCT	PLACEMT (TP_2)	RATIOHIR (PPR)
EXPERNCE	1.00000	-0.00721	-0.02855	-0.07206	0.05208	0.64322	0.57344	0.87331	0.34889
	0.0000	0.9129	0.6646	0.2733	0.4288	0.0001	0.0001	0.0001	0.0001
	233	233	233	233	233	118	233	233	176
POP	-0.00721	1.00000	0.18443	-0.11817	-0.05678	-0.09162	-0.01435	-0.02470	-0.02103
	0.9129	0.0000	0.0044	0.0694	0.3842	0.3238	0.8260	0.7052	0.7799
	233	237	237	237	237	118	237	237	179
YRSEXP	-0.02855	0.18443	1.00000	0.69480	-0.00419	0.08160	-0.00430	-0.00557	0.03330
	0.6646	0.0044	0.0000	0.0001	0.9489	0.3797	0.9476	0.9320	0.6581
	233	237	237	237	237	118	237	237	179
YRSTAGHT	-0.07205	-0.11817	0.69480	1.00000	0.01455	-0.04102	-0.05963	-0.05901	0.00453
	0.2733	0.0694	0.0001	0.0000	0.8236	0.6592	0.3607	0.3658	0.9520
	233	237	237	237	237	118	237	237	179
PCNTSTUD	0.05208	-0.05678	-0.00419	0.01455	1.00000	-0.11701	0.04505	0.03454	0.01668
	0.4288	0.3842	0.9439	0.8236	0.0000	0.2070	0.4900	0.5968	0.8246
	233	237	237	237	237	118	237	237	179
DISCUSS	0.64322	-0.09162	0.08160	-0.04102	-0.11701	1.00000	0.54942	0.64037	-0.04767
	0.0001	0.3238	0.3797	0.6592	0.2070	0.0000	0.0001	0.0001	0.6098
	118	118	118	118	118	118	118	118	117
INSTRUCT	0.57344	-0.01435	-0.00430	-0.05963	0.04505	0.54942	1.00000	0.82056	0.41740
	0.0001	0.8260	0.9476	0.3607	0.4900	0.0001	0.0000	0.0001	0.0001
	233	237	237	237	237	118	237	237	179
PLACEMT (TP_2)	0.87331	-0.02470	-0.00557	-0.05901	0.03454	0.64037	0.82056	1.00000	0.47387
	0.0001	0.7052	0.9320	0.3658	0.5968	0.0001	0.0001	0.0000	0.0001
	233	237	237	237	237	118	237	237	179
RATIOHIR (PPR)	0.34889	-0.02103	0.03330	0.00453	0.01668	-0.04767	0.41740	0.47387	1.00000
	0.0001	0.7799	0.6581	0.9520	0.8246	0.6098	0.0001	0.0001	0.0000
	176	179	179	179	179	117	179	179	179

PRESENTATION OF DATA

Phase II

The data from the returned task inventories were input into the Statistical Analysis System (SAS) for subsequent computation and reporting. The data summary produced by SAS computed the average training priority rating for tasks assigned to apprentice travel agents. These tasks are ranked in descending order in Table 13 on page 50. Tasks that received a below average training priority rating and in which less than 40% of the respondents reported assigning the task to apprentice employees have been deleted from the ranking.

TABLE 13

Tasks Performed by Travel Agents Ranked in Descending Order by Average Training Priority

		Average Training Priority
B05	Compute rates and fares	6.21
B20	Write tickets, insurance coverage, travelers' checks, vouchers, billings	6.10
B07	Contact and obtain confirmations from carrier(s), hotel(s), etc.	5.89
B06	Confirm finalized travel plans with client	5.85
B08	Contact carriers and lodging concerning changes in clients plans	5.69
B12	Deliver and explain final travel plans and documents to clients	5.68
B14	Forward clients deposits, in full payments to hotel and/or tour companies	5.66
A02	Advise client of cost requirements	5.61
A05	Interview client to determine travel preferences, method of travel, etc.	5.60
B18	Prepare draft reservations card	5.52
B19	Present proposed travel plans and/or alternative to client	5.45
B02	Collect clients deposits, in full payments or prepayments for hotel, etc.	5.37
B13	Develop travel plans and/or alternatives	5.34
C20	Type travel itinerary	5.27
C10	Invoice tickets to charge customers	5.22
B16	Package final travel plans, documents confirmations, bon voyage gifts, etc.	5.17
A04	Counsel with client concerning tour options	5.17
C03	Credit unused tickets to customer accounts or refund customer's money	5.08
C05	Enter ticket request, client confirmation and changes on computer	5.05
A01	Advise client about travel document requirements (passports, visas, etc.)	5.02
C01	Complete rental car and hotel vouchers (money paid to agents)	5.00
B17	Pick up and deliver final passports, visas, tourist cards, etc. to client	4.97
C02	Counsel with customer concerning complaints	4.84
A06	Provide descriptive brochures to client	4.81
C22	Write letters to clients, carriers, hotels, car rental agencies, etc.	4.78
C11	Issue cash receipts	4.78
B09	Contact carriers and lodging for tour or group rates	4.76
C13	Mail tickets to clients	4.72
C07	Follow-up on delayed tickets	4.72
A03	Advise client of required health certificates, immunizations, etc.	4.68
B04	Collect pictures, completed interview forms, etc. as required for visas	4.63
C18	Record and file all clients pertinent information	4.54
C21	Update clients file	4.46
B15	Make follow-up calls to clients, to determine trip success	4.46
B01	Aid client in completing necessary forms (visas, passports, etc.)	4.42
B03	Collect necessary forms (visas, passports, etc.)	4.40
C09	Inventory and order required forms, packets, tickets, etc.	4.30
C08	Follow-up on no shows for guaranteed lodgings	4.16
B10	Consult with foreign consulates concerning travel requirements in country	4.15
C06	File brochures	4.11
D02	Make follow-up calls on past clients	4.09

INTERPRETATION OF DATA

The data received from the business and coordinator samples was computed and presented in Table 1 on page 17. Using the data from this table, the PPR (Potential Placement Ratio) for each job title and the TPPR (Total Potential Placement Ratio) for the total job market were computed. The TPPR was then subtracted from each PPR to determine the relative difference existing between the total job market and approximate DE placements in each job title. These differences are ranked in ascending order in Table 2 on page 34. As presented, the jobs listed first have a higher placement potential than those listed last. The 50-60 jobs listed last have more present or recent placements relative to the current job market. These jobs seem to be more traditional DE placements in that year after year, large numbers of students are placed in these jobs. The jobs surrounding the TPPR (where the table changes from minus (-) to plus (+) probably have the most immediate potential for increased placements. Since there are a substantial number of placements presently in these jobs, selling potential employers or the program should be easier. These are also the jobs that the Instructional Materials Center need to review closely to be sure instructional packages are available for them.

As reported in Table 7 on page 42, 59% of the coordinators are located in small cities. Approximately 24% of the coordinators are located in large cities. Considering the number of programs in Texas, these ratios are to be expected.

The report of 52% of coordinators being in schools located in low to lower middle income socio-economic communities may help explain why coordinators make the placements they do. It seems that the placement of

students in these locations are traditional DE placements (see Table 2). In support of this information, it was determined that 20% of the coordinators reported that over 45% of their students are taking DE in order to supplement their family's income. Also, more than 25% of the coordinators reported wage, location of the job, and students transportation problems as factors they consider when evaluating a job for DE placements (see Table 8).

Also in Table 8 on page 43 the first five factors listed seem to be the most important in the evaluation process. Should coordinators also be concerned with the instructional support he can offer through his program as reflected in factors #9 and #14 (availability of support materials in the classroom and whether or not instructional materials are inadequate for the occupation)?

Table 9 on page 44 displays the years of experience coordinators have teaching DE. The average experience level is 6.8 years with a standard deviation of 4.2 years. Coordinators reflected this average and standard deviation with 78.3% reporting 10 years experience or less.

One reason for this low experience level is that the growth of the program has required the employment of inexperienced coordinators. Other reasons may be coordinators leaving to further their education, move to administration, take a higher paying job or retire. Each of these factors would create an opening for new coordinators. This data does not provide enough information to specifically identify any one reason for this relatively low level of experience.

The work experience coordinators have is very broad and as a result they bring a lot of skills and knowledge to their DE programs (see Table 10 on page 45). Most coordinators checked more than one job title where they have had experience. This multiple job background should serve them well as DE coordinators.

Table 11 on page 45 reflects coordinators response to the inadequacy of available instructional materials for job titles on the survey form. Although every job title had at least one coordinator reporting that available instruction for that job was inadequate, it would seem that the majority feel that most jobs have adequate instructional material available. Comments written on the survey form by coordinators indicated that some of the material was in need of revision or was too expensive but, on the whole, was adequate.

The information presented on the previous tables were input into a Pearson's Product Moment Correlation computation to produce the matrix in Table 12 on page 48. This computation enabled the investigator to determine if there were any relationships between each of the factors presented.

It seems that the work experience (EXPERNCE) of coordinators influences their placement activities and who they talk to relative to DE placement (DISCUSS). The correlation between experience and placement is 0.87331 and between EXPERIENCE and DISCUSS is 0.64322. Coordinators seem to be talking to people in job titles where they have some familiarity through experience. It is possible they are more comfortable with these contacts and are better able to sell their program to employers in these areas. This could mean that, in a given program area, placement opportunities that may be available are not uncovered by the coordinating activities of DE teachers. This could also mean that coordinators are guiding their students only into training stations where they have personal work experience and not necessarily where the students work interests lie.

There is also a relatively high correlation of 0.573 between experience and whether or not available instructional materials are judged inadequate. It seems that coordinators are more critical of materials produced for the job titles where they have personal work experience. It may be that familiarity causes them to scrutinize these materials more closely.

This table also indicates a correlation between DISCUSS and inadequate instructional material of 0.549. This correlation supports the presentation above in that coordinators seem to be discussing placements with supervisors in job titles where they have personal work experience. They seem to be more critical of the instruction in these job titles probably because of their experience rather than whether or not they have discussed placement for these job titles.

There is also a slight correlation between RATIOHIR and PLACEMT and between RATIOHIR and DISCUSS. This is consistent with the discussion above, as in the correlation of 0.821 between placements and inadequate instructional material.

There seems to be an inconsistency in the relationships between placement, experience and inadequate instructional materials when you review Table 8 on page 43. Item #9, availability of support materials in the classroom and Item #14, instructional materials are inadequate for the occupations are not ranked very high in this evaluation. It could be that although coordinators feel that instructional materials are inadequate for some jobs the deficiency is not important enough to consider when making a placement.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

The primary objective of this study was to identify new and emerging jobs in distributive occupations. Resultant information from the study will be used by Distributive Education coordinators when making placement and instructional development decisions. It will be used by the Instructional Material Center in evaluating existing materials and as a guide in developing new instructional materials. The agency will be able to use this information to make predictions regarding program growth and direction.

In general, the findings of the study identified over one hundred occupations that have a very high placement potential for DE students. Comprehensive job descriptions were developed to identify the primary work requirements for each job. These descriptions can be used by DE coordinators for matching student interests and skills to job requirements. It will also provide information coordinators can use to evaluate potential placements each school year. The Instructional Materials Center can use the information in developing or revising instructional materials. Area consultants will be able to use these descriptions to evaluate training plans and to guide coordinators in developing their placement objectives or strategies.

The agency should consider reviewing these descriptions with new teachers each year during the summer workshop. The descriptions should also be reviewed in the area meetings held each fall.

The demographic and background data collected seems to indicate that inservice training personnel and teacher educators should become aware of special conditions coordinators find themselves in. First, 52% of the coordinators reported that their schools are located in low or lower to middle income communities. Also, 20 % of the coordinators reported that 45% of their students are enrolled in DE to supplement family income. The

placements made in these locations under these conditions seem to be limited to the 50-60 traditional placements. Coordinators need to be encouraged to expand the placements of their students into the emerging job titles. Coordinators may need more specific training in how to deal with the special problems of students and parents in these locations. Additional investigations concerning these problems need to be made.

One reason that most placements are made in traditional jobs may be that coordinators are calling on and making placements in jobs where they have personal work experience. Inservice training personnel should bring this to the attention of coordinators and encourage them to expand their placements.

Finally, teacher educators and the agency should consider strategies for reducing the low experience levels of 45% of Texas coordinators. Developing these strategies should include reviewing working locations and conditions in the schools, salary levels, additional assigned school responsibilities, professional development activities of coordinators and other factors that might contribute to coordinator dissatisfaction. It is anticipated that such a review would indicate that additional investigations would need to be made in this area.

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APPENDIX A

Project Product Descriptions

PRODUCT DESCRIPTIONS*

New Training Stations for DE Students

Although the project called for a description of work requirements for no more than 100 job titles, the project staff decided to develop descriptions for the 237 jobs in the survey form plus those jobs added by the business sample. This data was collected through a review of available written materials and where necessary, by interviewing supervisors and incumbents on the job. See Table 2 on page 34 for the rank ordered list of distributive jobs. Jobs listed first have a higher placement potential than those listed last. The last 50-60 jobs on the list have more recent placements relative to the job market. These jobs are traditional DE placements in that year after year, large numbers of students are placed in these jobs.

On page 65 a sample copy of the work requirements for Salesperson, Curtains and Draperies is presented. This is the format used to develop the work requirements for each job analysed.

Guidelines for Updating Listings

Two documents were developed to accomplish the future updating of this project.

First a handbook entitled "Local Program Survey Procedures" provides participating coordinators a way to develop local placement potential records for their program area. Included in this package are instructions, interview forms, reference lists and other information needed to complete this activity. This document will enable the coordinator to survey local businesses that have potential placement opportunities for students. Yearly update procedures are also included in this package.

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*The Marketing and Distributive Education Program at the Texas Education Agency has a complete set of these documents.

The second document entitled "Statewide Update Procedures" describes how the agency can use the information collected by coordinators to accomplish a statewide updating of this information. The statewide updating procedures are dependent upon adequate coordinator participation in developing a local program data base. Once coordinators have their data, the statewide updating procedure can be accomplished quickly and efficiently.

Curriculum Design and Development Guide

This document describes how to develop occupational information for use in packaging instructional materials for vocational programs. It describes what occupational analysis is, why occupational analysis is necessary, how to conduct an occupational analysis and how to translate the occupational data into terminal performance objectives and then instructional materials.

Specific Assignment Manual for Travel Agents

This is a Phase II product. The marketing and distributive education program at TEA and Instructional Materials Center (IMC) personnel selected travel agents as the occupational area to analyse for developing instructional materials.

The product is the result of the procedures described in the "Curriculum Design and Development Guide" described above and includes appropriate objectives, relative content, reference questions and projects. Some of the projects are job problems suitable for use as performance tests.

APPENDIX B

Job Analysis Interview Forms

and

Sample of Resulting Job Description

JOB ANALYSIS INTERVIEW FORM I

Job Title_____ D.O.T._____

Company_____ SIC_____

Address_____ Phone_____

Contact Person_____

Job Analyst (Name)_____

JOB DESCRIPTION

List General Work Activities Performed By
Incumbent Workers On This Job.

DESCRIBE PRE-EMPLOYMENT QUALIFICATION REQUIREMENTS:

Licenses:

Previous Experience:

Educational Requirements:

Training Requirements:

Employment Tests (Polygraph, Skill, Psychological):

Physical Skill Requirements:

Age:

DESCRIBE THE WORK ENVIRONMENT:

Location (Inside, Outside):

Controlled Environment (Air Conditioned) or Natural:

Work Schedules:

Social Relationships:

Income and Benefits:

Other:

DESCRIBE DISIRABLE WORKER TRAITS:
(Attitudes, Temperments, Interests, etc.)

DESCRIBE UNUSUAL PERSONAL DEMANDS:

Psychological (Stress)

Physical (Hazardous Enviornment, Lifting, etc.)

Time (Odd or Long Hours)

Other (What are they?)

DESCRIBE THE MOST IMPORTANT TRAINING an apprentice employee should have, after employment, to succeed in this job. (Please describe total training needed for the job.)

DESCRIBE the promotion or career opportunities available to an employee as a usual result of training and experience in this job. (What is the next promotion position?)

DESCRIBE why this job is (not) suitable for part-time student employment. (Students 16-18 years old.)

JOB ANALYSIS INTERVIEW FORM II

Company_____ SIC_____

Address_____ Phone_____

Contact Person_____

Job Analyst (Name)_____

1. After you have completed Job Analysis Form I, ask interviewee to review the list of jobs determined to fit his SIC. Then ask:

a. Does this list include all the distributive jobs in your organization? (Please make additions.)

b. Are any of the jobs on the list including the ones you added, suitably for part-time employees 16 to 18 years old? (List.)

c. Describe why some of these jobs are not suitable for part-time student employment. (List each job and record employer's reasons.)

d. Would prior training or experience help make them suitable for employment? (Try to get his information for each job listed in c above.)

2. Are any of the jobs on the list, including the ones you added, new within the last three years? If so list:

SALESPERSON, CURTAINS AND DRAPERIES
DOT 270.357-022
JOB DESCRIPTION

Sells curtains, draperies, slipcovers, bedspreads, and yard goods from which these may be made: Displays samples of fabric and advises customer regarding color and pattern of material or style that will complement furnishings in customer's home. Selects size or number of curtains or drapes required, based on customer's specifications or window measurements. May estimate cost of fabricating draperies, curtains, or slipcovers. May measure and cut fabric from bolt. May also sell curtain and drapery rods and window shades. May sell custom-made draperies to customers in their homes and be designated SALESPERSON, CUSTOM DRAPERIES.

PRE-EMPLOYMENT QUALIFICATION REQUIREMENTS

Previous experience in materials and color coordination
Math and reading skills at 7th or 8th grade level
On-the-job training
Good color perception
Normal strength
Normal senses
16 years and up

WORK ENVIRONMENT

Inside location
Air conditioned environment
40 hours weekly usually, store hours, some 9 hour days, some part time
Hourly wages and vacation, holidays, sick leave, hospitalization plan
Must be able to match colors and textures
Lift, bent, stoop and meet public

DESIRABLE WORKER TRAITS

Pleasing personality
Interest in materials and home furnishings
Punctual
Good health and strength
Eager to help customer
Honest

APPENDIX C

Standard Industrial Classifications

Used For

Developing Business Sample

STANDARD INDUSTRIAL CLASSIFICATIONS

Transportation

4712 - Freight forwarding

4722 - Arrangement of passenger transportation

4723 - Arrangement of transportation freight and cargo

Wholesale Trade Durable Goods

5013 - Automobile parts

5014 - Tires and tubes

5021 - Furniture

5023 - Home furnishings

5031 - Lumber, plywood

5041 - Sporting and recreational goods and supplies

5042 - Toys and hobby goods and supplies

5043 - Photographic equipment and supplies

5063 - Electrical apparatus and equipment

5064 - Electrical appliances

5072 - Hardware

5074 - Plumbing and heating equipment and supplies (hydronics)

5078 - Refrigerator equipment and supplies

5083 - Farm and garden machinery and equipment

5084 - Industrial machinery and equipment

5085 - Industrial supplies

5094 - Jewelry, watches; diamonds and other precious stones

Wholesale Nondurable Goods

5111 - Printing and writing paper

5112 - Stationary supplies

5122 - Drugs, drug proprietaries and druggists sundaries

Wholesale Nondurable Goods Cont.

5133 - Piece goods (woven fabrics)

5134 - Notions and other dry goods

5136 - Men's and boy's clothing and furnishings

5137 - Women's, children,s and infant's clothing and accessories

5139 - Footwear

5141 - Groceries general line

5142 - Frozen foods

5143 - Dairy products

5144 - Poultry and poultry products

5145 - Confectionary

5146 - Fish and seafoods

5147 - Meats and meat products

5148 - Fresh fruits and vegetables

5149 - Groceries and related products - misc.

5161 - Chemical and allied products

5198 - Paints, varnishes and supplies

Retail Trade

5211 - Lumber and other building materials

5231 - Paint, glass and wallpaper

5251 - Hardware

5261 - Retail nurseries, lawn and garden supplies

5271 - Mobil home dealers

5311 - Department stores (larger sample)

5331 - Variety stores

5399 - Misc. general merchandise

5411 - Grocery stores

5422 - Freezer and locker meat provisioners

Retail Trade Cont.

5423 - Meat and fish (seafood) markets

5431 - Fruit and vegetable markets

5441 - Candy, nut, and confectionery stores

5451 - Dairy products stores

5463 - Retail bakeries - selling only

5499 - Misc. food stores

5511 - Motor vehicle dealers (new & used)

5521 - Motor vehicle dealers (used only)

5531 - Auto and home supply sotres

5541 - Gasoline service stations

5551 - Boat dealers

5561 - Recreational and utility trailer dealers

5571 - Motorcycle dealers

5599 - Automotive dealers, not elsewhere classified

5611 - Men's and boy's clothing and furnishing stores

5621 - Women's ready-to-wear stores

5631 - Women's accessory and specialty stores

5641 - Children's and infant's wear stores

5651 - Family clothing stores

5661 - Shoe stores

5681 - Furriers and Fur shops

5699 - Misc. Apparel and Accessory stores

5712 - Furniture stores

5713 - Floor covering stores

5714 - Drapery, curtain, and upholstery stores

5719 - Misc. home furnishings stores

5722 - Household appliance stores

Retail Trade Cont.

5732 - Radio and television stores

5733 - Music stores

5812 - Eating places

5912 - Drug stores and propriety stores

5931 - Used merchandise stores

5941 - Sporting goods stores and bicycle shops

5942 - Book stores

5944 - Jewelry stores

5945 - Hobby, toy and game shops

5946 - Camera and photographic supply stores

5947 - Gift novelty, and souvenier shops

5948 - Luggage and leather goods stores

5949 - Sewing, needlework, and piece goods stores

5961 - Mail order houses

5962 - Automatic merchandising machine operators

5982 - Fuel and ice dealers

5983 - Fuel oil dealers

5984 - Liquified petroleum gas (bottled gas) dealers

5992 - Florists

5993 - Cigar stores and stands

5994 - News dealers and newsstands

5999 - Miscellaneous retail stores

Finance, Insurance, and Real Estate

6022 - State banks FRS & FDIC

6023 - State banks FDIC only

6025 - National banks FRS & FDIC

Finance, Insurance, and Real Estate Cont.

6026 - National banks FDIC only

6032 - National savings FRS & FDIC

6122 - Federal savings and loan associations

6123 - State savings and loans FHLBS & FSLIC

6142 - Federal credit union

6143 - State credit union

6145 - Licensed small loan lenders

6146 - Installment sales finance companies

6411 - Insurance agents, brokers and service

6531 - Real estate agents and managers

Other Service Areas

7011 - Hotel, etc.

7311 - Advertising agencies

APPENDIX D

Task Analysis Form

for

Travel Agents

TASK ANALYSIS FORM

Task (Id. No. and Task Statement): Training Priority

1. What are the real-world signals for action in a travel agency which should trigger the performance of this task by an apprentice employee? (List)

2. If the cues to perform this task are verbal or written instructions, who gives the instructions?

3. Should an apprentice employee notify a supervisor or more experienced employee before performing this task? Yes_____ No_____

4. What is required on the job for apprentice employees to be able to perform this task satisfactorily?

   a. Apprentice employees personal physical requirements:

   b. References, manuals, report forms:

   c. Work environment:

d. Supplies, tools, equipment:

e. Any special supervision or assistance required by an apprentice employee to perform this task?

5. What are some of the problems an apprentice employee encounters in performing this task?

6. What are the necessary steps apprentice employees must follow to perform this task satisfactorily? (List the steps in appropriate sequence.)

7. What skills and knowledges must an apprentice employee have to perform this task satisfactorily? (List)

8. What are some bad attitudes you have seen apprentice employees exhibit in performing this task? (List)

9. What are the correct attitudes?

10. What will result from the performance of this task to indicate task has been performed? (Example: completed itinerary for client, a completed conformation form, an updated file system, etc.)

11. What are possible decisions resulting from the performance of this task? (Describe)

12. What can result if this task is performed inadequately?

13. What are the benefits if this task is perform adequately?

14. Which task performed by an apprentice employee normally precedes the performance of this task? (Describe, if any)

15. Which task performed by an apprentice employee normally follows the performance of this task? (Describe, if any)

APPENDIX E

Business Sample

Job Survey Booklet

A JOB SURVEY

FOR

DISTRIBUTIVE EDUCATION

PREPARED FOR THE

TEXAS EDUCATION AGENCY

BY THE

OCCUPATIONAL RESEARCH PROGRAM

INDUSTRIAL ENGINEERING DEPARTMENT

TEXAS A&M UNIVERSITY

B

INSTRUCTIONS

You will perform an invaluable service to the future training and employment experience of Distributive Education students in Texas public schools by accurately completing this survey.

DISTRIBUTIVE EDUCATION DEFINED

Distributive Education (derived from the distributive function of our economy) is a program of instruction in sales and marketing. It is designed to prepare high school students for careers in a wide range of sales and marketing jobs, including the ownership and management of businesses engaged in marketing or distributive activity.

Distributive Education (D.E.) should not be confused with the other cooperative training programs available in many Texas high schools.

The three programs most often confused with D.E. are:

1. Industrial Cooperative Training (I.C.T.) is a program on instruction in the trades which includes plumbing, auto mechanics, carpentry, and other unique skill or trades areas.
2. Vocational Office Education (V.O.E.) is concerned with preparing students for careers in secretarial and other office related occupations.
3. Homemaking Education (H.E.) is concerned with preparing students for careers requiring child care, food preparation and other similar skills.

Remember, this survey needs information on sales and marketing (Distributive) occupations in your organization.

To qualify for this survey you should have recent experience in employing, training, or supervising apprentice employees in sales and marketing.

This booklet has two sections. Please complete section I before going to section II.

If you need additional information to complete this form, do not hesitate to ask assistance from others in your organization.

Please return the completed survey in the enclosed self addressed stamped envelope within five (5) days.

SECTION I

GENERAL INFORMATION

C-1

DO NOT WRITE IN THIS SPACE			
	JOB NUMBER		1- 4
	SIC	12217	5- 8
	POPULATION CODE		9-12

START HERE

City_____

Please describe your type of business (examples: retail women's ready-to-wear, variety store, wholesale hardware, travel agency, etc.).

_____.

_____

Write the total number of employees in your business. . . . . ☐☐☐☐ 13-16

Write the number of months your business has existed in the community. . . . . ☐☐☐ 17-19

Write the number of months you have worked in your present position . . . . . ☐☐☐ 20-22

Write the title of your present position._____

Check the appropriate box(s).

I have recent experience in the following:

1. Employing apprentice sales and marketing personnel. . . . . ☐ 23
2. Training apprentice sales and marketing personnel. . . . . ☐ 24
3. Supervising apprentice sales and marketing personnel. . . . . ☐ 25

SECTION II

STEP #1

Beginning on page 4 is a listing of jobs considered acceptable for training students through the Distributive Education program. Review the listing and check (✓), in column one (1), those jobs which exist in your business at this location. As you review the list add other sales and marketing jobs existing in your business.

Please complete step 1 before going to step two (2).

STEP #2

Review each job you checked (✓) or added and determine if the job is a possible employment opportunity for Distributive Education students. When making this determination, you should consider:

1. Age-Distributive Education students are 16-18 years old.
2. Work hours-Distributive Education students attend school half day.
3. Experience-This may be students first job.

Place a check (✓) in column two (2) for those jobs which are an employment opportunity for Distributive Education students. (This is not a commitment to employ students enrolled in Distributive Education.)

Please complete step two (2) before going to step three (3).

STEP #3

Make a check (✓) in column three (3) for those jobs (including those you added) which a Distributive Education teacher has contacted you in the last three years concerning employing a student.

SALES AND MARKETING JOB TITLES	Respond only to sales and marketing jobs in your organization.	✓ Existing jobs 1	✓ Would hire D.E. students 2	✓ Discussed with D.E. teacher 3	
04.0100 ADVERTISING					C-2
1 Advertising Assistant					5- 7
2 Advertising Layout Man					8-10
3 Advertising-Material Distributor					11-13
4 Clerk, Advertising					14-16
5 Clerk, Advertising-Dispatch					17-19
6 Clerk, Advertising-Space					20-22
7 Clerk, Classified Ad					23-25
8 Copywriter					26-28
9 Displayer, Merchandise					29-31
10 Salesperson, Newspaper Circulation					32-34
11 Salesperson, Advertising Services					35-37
12 Sales Representative, Advertising					38-40
13 Sales Representative, Graphic Art					41-43
14 Sales Representative, Printing					44-46
15 Sales Representative, Radio and TV Time					47-49
16 Sales Representative, Signs					50-52
17 Sales Representative, Signs and Displays					53-55
18 Sales Representative, TV Cable Service					56-58
19 Sign Writer					59-61
Add jobs which are not listed and make appropriate checks.					
04.0200 APPAREL AND ACCESSORIES					
1 Fashion Coordinator					62-64
2 Salesperson, Corsets					65-67
3 Salesperson, Fashion Accessories					68-70
4 Salesperson, Furs					71-73
5 Salesperson, Infant's and Children's Wear					C-3 5- 7
6 Salesperson, Jewelry					8-10
7 Salesperson, Leather Goods					11-13
8 Salesperson, Men's and Boy's Clothing					14-16
9 Salesperson, Men's Furnishings					17-19
10 Salesperson, Millinery					20-22
Cont. next page					

SALES AND MARKETING JOB TITLES	Respond only to sales and marketing jobs in your organization.	✓ Existing jobs 1	✓ Would hire D.E. students 2	✓ Discussed with D.E. teacher 3	
04.0200 APPAREL AND ACCESSORIES CON'T.					
11 Salesperson, Orthopedic Shoes					23-25
12 Salesperson, Shoes					26-28
13 Salesperson, Women's Apparel and Accessories					29-31
14 Salesperson, Yard Goods					32-34
15 Sales Representative, Safety Apparel & Equipment					35-37
16 Sales Representative, Uniforms					38-40
Add jobs which are not listed and make appropriate checks.					
04.0300 AUTOMOTIVE					
1 Car Rental Dispatcher					41-43
2 Inventory Control Clerk					44-46
3 Manager of Parts					47-49
4 Salesperson, Automobiles					50-52
5 Salesperson, Automotive Accessories					53-55
6 Salesperson, Auto Rental or Leasing					56-58
7 Salesperson, Parts					59-61
8 Salesperson, Trailers and Motor Homes					62-64
Add jobs which are not listed and make appropriate checks.					
04.0400 FINANCE AND CREDIT					
1 Cashier					65-67
2 Cashier Supervisor					68-70
3 Clerk, Account Information					71-73
4 Clerk, Charge Card					5-7 C=4
5 Clerk, Charge Account					8-10
6 Clerk, Commodity Loan					11-13
7 Clerk, Credit					14-16
8 Clerk, Credit Records					17-19
9 Clerk, Disbursement					20-22
10 Clerk, Foreign Exchange					23-25
Cont. on next page					

SALES AND MARKETING JOB TITLES	Respond only to sales and marketing jobs in your organization.	✓ Existing jobs 1	✓ Would hire D.E. students 2	✓ Discussed with D.E. teacher 3	
04.0400 FINANCE AND CREDIT CON'T.					
11 Clerk, Reconcilement					26-28
12 Clerk, Registered Mail					29-31
13 Clerk, Remittance					32-34
14 Clerk, Routing					35-37
15 Clerk, Statement Request					38-40
16 Teller					41-43
17 Teller, Foreign Exchange					44-46
18 Teller, New Accounts					47-49
19 Teller, Note					50-52
Add jobs which are not listed and make appropriate checks.					
04.0500 FLORISTRY					
1 Salesperson, Florist Supplies (Retail)					53-55
2 Salesperson, Florist Supplies (Wholesale)					56-58
3 Salesperson, Flowers (Retail)					59-61
4 Salesperson, Flowers (Wholesale)					62-64
Add jobs which are not listed and make appropriate checks.					
04.0600 FOOD DISTRIBUTION					
1 Bagger, Carry-out Person					65-67
2 Cashier, Bakery Products					68-70
3 Cashier - Checker					71-73
4 Cashier, Courtesy Booth					5-C-7
5 Clerk, Receiving					8-10
6 Clerk, Stock					11-13
7 Manager, Meat Sales and Storage					14-16
8 Sales Clerk, Food					17-19
9 Salesperson, Bakery					20-22
10 Salesperson, Driver-Helper					23-25
11 Salesperson, Meat					26-28
12 Supermarket Buyer					29-31

SALES AND MARKETING JOB TITLES	Respond only to sales and marketing jobs in your organization.	✓ Existing jobs 1	✓ Would hire D.E. students 2	✓ Discussed with D.E. teacher 3	
04.0600 FOOD DISTRIBUTION CON'T.					
13 Supermarket Department Head					32-34
Add jobs which are not listed and make appropriate checks.					
04.0700 FOOD SERVICE					
1 Cashier					35-37
2 Catering Manager					38-40
3 Clerk, Counter					41-43
4 Equipment and Supplies Trainee					44-46
5 Food Checker					47-49
6 Host - Hostess					50-52
7 Manager, Fast Food Service					53-55
8 Manager, Food Service					56-58
9 Salesman, Hotel and Restaurant					59-61
10 Steward					62-64
11 Supervisor, Food Checkers and Cashiers					65-67
12 Vending and Coin Machine Collector					68-70
13 Waiter, Waitress, Head					71-73
Add jobs which are not listed and make appropriate checks.					C-6
04.0800 GENERAL MERCHANDISE					
1 Buyer					5- 7
2 Buyer, Assistant					8-10
3 Cashier					11-13
4 Cashier - Checker					14-16
5 Cashier, Courtesy Booth					17-19
6 Cashier - Wrapper					20-22
7 Clerk, Customer-Service					23-25
8 Clerk, Coupon-Redemption					26-28
9 Clerk, Layaway					29-31
10 Clerk, Mail Order					32-34
11 Clerk, Marking					35-37

SALES AND MARKETING JOB TITLES	Respond only to sales and marketing jobs in your organization.	✓ Existing jobs 1	✓ Would hire D.E. students 2	✓ Discussed with D.E. teacher 3	
04.0800 GENERAL MERCHANDISE CON'T.					
12 Clerk, Receiving					38-40
13 Clerk, Sales					41-43
14 Clerk, Shipping					44-46
15 Clerk, Stock					47-49
16 Comparison Shopper					50-52
17 Deliveryman					53-55
18 Demonstrator					56-58
19 Inventory Control Assistant					59-61
20 Manager, Department					62-64
21 Manager, Machinery-Equipment Rental & Leasing					65-67
22 Manager, Merchandise					68-70
23 Manager, Store					71-73
24 Order Filler					C-7 5- 7
25 Personal Shopper					8-10
26 Sales Attendant					11-13
27 Sales Check Writer					14-16
28 Salesperson, China and Silverware					17-19
29 Salesperson, Cosmetics and Toiletries					20-22
30 Supervisor of Sales					23-25
31 Vending-Stand Supervisor					26-28
32 Warehouseperson					29-31
33 Wholesaler					32-34
Add jobs which are not listed and make appropriate checks.					
04.0900 HARDWARE, BUILDING MATERIALS, FARM AND GARDEN SUPPLIES AND EQUIPMENT					
1 Clerk, Assistant					35-37
2 Manager, Customer Service					38-40
3 Salesperson, Building Supplies (Retail)					41-43
4 Salesperson, Building Supplies (Wholesale)					44-46
5 Salesperson, Dairy Supplies					47-49
6 Salesperson, Electrical					50-52
7 Salesperson, Farm Equipment					53-55

SALES AND MARKETING JOB TITLES	Respond only to sales and marketing jobs in your organization.	✓ Existing jobs 1	✓ Would hire D.E. students 2	✓ Discussed with D.E. teacher 3	
04.0900 HARDWARE, BUILDING MATERIALS,					
FARM AND GARDEN SUPPLIES AND EQUIPMENT CON'T.					
8 Salesperson, Feed & Fertilizer					56-58
9 Salesperson, General Hardware (Retail)					59-61
10 Salesperson, General Hardware (Wholesale)					62-64
11 Salesperson, Horticultural & Nursery Products					65-67
12 Salesperson, Paint and Wallpaper					68-70
13 Salesperson, Plumbing					71-73
14 Salesperson, Tractor & Farm Implement					C-8 5- 7
15 Service Department Manager					8-10
16 Yardman					11-13
Add jobs which are not listed and make appropriate checks.					
04.1000 HOME FURNISHINGS					
1 Apprentice Decorator					14-16
2 Clerk, Warehouse and Delivery					17-19
3 Display Assistant					20-22
4 Drapery and Upholstery Estimator					23-25
5 Furnishing Displayer					26-28
6 Salesperson, Curtain and Draperies					29-31
7 Salesperson, Custom Draperies					32-34
8 Salesperson, Floor Coverings					35-37
9 Salesperson, Furniture					38-40
10 Salesperson, Household Appliances					41-43
11 Salesperson, Sewing Machines					44-46
12 Salesperson, Stereo Equipment					47-49
13 Trainee, Buyer					50-52
14 Trainee, Buyer					53-55
15 Trainee, Management					56-58
Add jobs which are not listed and make appropriate checks.					

SALES AND MARKETING JOB TITLES	Respond only to sales and marketing jobs in your organization.	✓ Existing jobs 1	✓ Would hire D.E. students 2	✓ Discussed with D.E. teacher 3	
04.1100 HOTELS AND LODGING					
1 Cashier					59-61
2 Clerk, Desk					62-64
3 Clerk, Hotel					65-67
4 Clerk, Information					68-70
5 Clerk, Reservations					71-73
6 Receptionist					C-5-7
7 Sales Representative, Hotel Services					8-10
Add jobs which are not listed and make appropriate checks.					
04.1200 INDUSTRIAL MARKETING					
1 Clerk, Shipping					11-13
2 Clerk, Stock (Inventory Control)					14-16
3 Clerk, Receiving					17-19
4 Order Dispatcher					20-22
5 Salesperson, Counter					23-25
6 Sales Representative - Salesperson					26-28
7 Warehouseperson					29-31
Add jobs which are not listed and make appropriate checks.					
04.1300 INSURANCE					
1 Claim Examiner					32-34
2 Clerk, Escrow					35-37
3 Clerk, Escrow Account					38-40
4 Sales Agent, Insurance					41-43
Add jobs which are not listed and make appropriate checks.					

SALES AND MARKETING JOB TITLES	Respond only to sales and marketing jobs in your organization.	✓ Existing jobs 1	✓ Would hire D.E. students 2	✓ Discussed with D.E. teacher 3	
04.1400 INTERNATIONAL TRADE					
1 Clerk, Documentation					44-46
2 Clerk, Import-Export					47-49
3 Clerk, Order					50-52
4 Salesperson					53-55
Add jobs which are not listed and make appropriate checks.					
04.1500 PERSONAL SERVICES					
1 Counter Attendant - Counterperson					56-58
2 Counterperson, Laundry or Dry Cleaning					59-61
3 Counterperson, Shoe Repair					62-64
4 Funeral Director Assistant					65-67
5 Repair Estimator (Shoe, Garment, etc.)					68-70
6 Salesperson, Cosmetology					71-73
7 Salesperson, Dance and Art Studio					C-10 5- 7
8 Salesperson, Pet Care Shop					8-10
9 Salesperson, Photographic Studio					11-13
10 Salesperson of Personal Services					14-16
11 Salesperson, Rental Business					17-19
12 Supervisor, Dry Cleaning					20-22
Add jobs which are not listed and make appropriate checks.					
04.1600 PETROLEUM					
1 Attendant, Full-service Station					23-25
2 Attendant, Self-service Station					26-28
3 Counterperson					29-31
4 Distributor Dispatcher					32-34
5 Manager, Automobile Service Station					35-37
6 Salesperson, Oilfield Supplies & Equipment					38-40
7 Warehouseperson (Distributor)					41-43
Add jobs which are not listed and make appropriate checks.					

SALES AND MARKETING JOB TITLES	Respond only to sales and marketing jobs in your organization.	✓ Existing jobs 1	✓ Would hire D.E. students 2	✓ Discussed with D.E. teacher 3	
04.1600 PETROLEUM CON'T.					
04.1700 REAL ESTATE					
1 Associate Realtor					44-46
2 Real Estate Agent					47-49
3 Rental Agent					50-52
4 Residential Sales Associate					53-55
5 Sales Agent, Business Services					56-58
6 Sales Associate-Salesperson-Sales Agent					59-61
Add jobs which are not listed and make appropriate checks.					
04.1800 RECREATION AND TOURISM					
1 Cashier					62-64
2 Clerk, Information					65-67
3 Manager, Recreation Establishment					68-70
4 Manager, Theater					71-73
5 Manager, Travel Agency					C-11 5- 7
6 Reservations Agent					8-10
7 Salesperson, Art Objects					11-13
8 Salesperson, Boat & Motors, & Marine Supplies					14-16
9 Salesperson, Books					17-19
10 Salesperson, Musical Instruments & Accessories					20-22
11 Salesperson, Pets and Pet Supplies					23-25
12 Salesperson, Phono Records & Tape Recordings					26-28
13 Salesperson, Pianos and Organs					29-31
14 Salesperson, Sheet Music					32-34
15 Salesperson, Sporting Goods					35-37
16 Salesperson, Stamps or Coins					38-40
17 Salesperson, Toy Trains & Accessories					41-43
18 Sales Representative, Hobbies and Crafts					44-46
19 Sales Representative, Novelties					47-49
20 Travel Agent					50-52

SALES AND MARKETING JOB TITLES	Respond only to sales and marketing jobs in your organization.	✓ Existing jobs 1	✓ Would hire D.E. students 2	✓ Discussed with D.E. teacher 3	
04.1800 RECREATION AND TOURISM CON'T.					
Add jobs which are not listed and make appropriate checks.					
04.1900 TRANSPORTATION					
1 Clerk, Assistant Rate					53-55
2 Clerk, Rate					56-58
3 Clerk, Rate & Traffic Tariff					59-61
4 Clerk, Receiving					62-64
5 Clerk, Shipping					65-67
6 Crating & Moving Estimator					68-70
7 Customer Service					71-73
8 Dispatcher					C-12 5-7
9 Express Agent					8-10
10 Receiving Checker					11-13
11 Supervisor, Customer Services					14-16
12 Ticket Agent					17-19
13 Trainee, Management					20-22
14 Trainee, Sales					23-25
Add jobs which are not listed and make appropriate checks.					

Please read and check (√) the appropriate box as you complete each step.

STEP I

☐ Completed

Return to page 3 and read the instructions for step 2.

STEP 2

☐ Completed

Return to page 3 and read the instructions for step 3.

STEP 3

☐ Completed

THANK YOU

Now place this survey in the self addressed stamped envelope and drop in the mail.

116

APPENDIX F

Coordinators

Job Survey Booklet

A JOB SURVEY

FOR

DISTRIBUTIVE EDUCATION

PREPARED FOR THE

TEXAS EDUCATION AGENCY

BY THE

OCCUPATIONAL RESEARCH PROGRAM

INDUSTRIAL ENGINEERING DEPARTMENT

TEXAS A&M UNIVERSITY

INSTRUCTIONS

You will perform an invaluable service to the identification of future placement and training of distributive education students by accurately completing this survey.

The information you supply will be used to:

1. Help identify new and emerging D.E. jobs.
2. Evaluate available instructional materials for present and future D.E. placements.

To qualify for this survey, you must be presently employed as a Distributive Education coordinator in a Texas public school system. You should have at least one year experience in this position.

This booklet is in two sections. Complete the first section before going to the second section. Section one relates to your personal and background data and Section 2 contains an extensive list of distributive job titles.

This survey is not an exam or any type of position evaluation instrument. It is a method by which you can communicate your present and past placement experience in your program.

If you become tired or fatigued in completing this survey, stop and rest before continuing. The accurate description of your placement experiences and relative instructional evaluations is essential to the decisions that will be made as a result of this effort.

(Turn to the next page and answer the questions in section I.)

DO NOT WRITE IN THIS SPACE

C-1

JOB NUMBER 1-4

POPULATION CODE 5-8

SECTION I

BACKGROUND INFORMATION
Please Complete

1. Name _____

2. Name of school _____ City _____

3. School District _____

4. Check if your school is in a low or lower middle income socio-economic location. . . . . ☐ 9

5. Write the number of students in your school . . . . . ☐☐☐☐ 10-13

6. Write the number of years experience you have in D.E. . . . . ☐☐ 14-15

7. Write the number of years you have taught in public schools . . . . . ☐☐ 16-17

8. Write the number for the highest degree you earned in college . . . . ☐ 18

   1. Bachelor's
   2. Master's
   3. Ph.D.

9. Write your specific program(s) and minor(s) (ex. Marketing, History, etc.).

   _____

10. Write the number of students you have in your program . . . . . ☐☐☐ 19-21

11. Write the percentage of students in your program who enrolled in D.E. in order to supplement family income . . . . . ☐☐ % 22-23

12. Write the number of Co-op Programs and Pre-Employment Labs in your school.

	Number of Co-op Programs	Number of Pre-Employment Labs	
D.E.	☐	☐	24-25
I.C.T.	☐	☐	26-27
V.O.E.	☐	☐	28-29
H.E.C.	☐	☐	30-31
Ag	☐	☐	32-33
Health Occupation	☐	☐	34-35
C.V.A.E.	☐	☐	36-37

13. Check the D.E. programs at your school.

   a. Full time D.E. Co-op . . . . . ☐ 38
   b. 1/2 D.E. Co-op and 1/2 PEL . . . . . ☐ 39
   c. 1/2 D.E. Co-op and 1/2 other Co-op(V.O.E., I.C.T., etc.) . . . . . ☐ 40
   d. Full time Specialist D.E. Co-op(Fashion,Supermarket,etc) . . . . . ☐ 41
   e. 1/2 D.E. Co-op Specialist and 1/2 D.E. PEL Specialist. . . . . ☐ 42
   f. Full time D.E. PEL . . . . . ☐ 43
   g. Full time Specialist D.E. PEL. . . . . ☐ 44
   h. Other - describe , ... ☐ 45

   _____

14. Check the five (5) factors you consider most often when evaluating a job for D.E. placement.

a. Wage	☐	46
b. Working conditions	☐	47
c. Location	☐	48
d. Student's transportation problems	☐	49
e. Training offered at the job site	☐	50
f. Availability of support materials in the classroom	☐	51
g. Future promotion, advancement or salary opportunities for student	☐	52
h. Working hours	☐	53
i. Cooperation of the training sponsor	☐	54
j. Sex of student	☐	55
k. Age of student	☐	56
l. Physical requirements of the job	☐	57
m. Special requirements of the job	☐	58
n. Instructional materials are inadequate for the occupation	☐	59
o. Others - list	☐	60

_____

15. Supply the information requested in each column.

(3) Check the following systems that have support material readily available.

(2) Check the instructional systems you use most often.

(1) Check the instructional systems you have in your classroom.

a. U.T. instructional publications	☐	☐	☐	61-63
b. I.D.E.C.C. system	☐	☐	☐	64-66
c. Ohio State subscription service	☐	☐	☐	67-69
d. Texts (other than State issue)	☐	☐	☐	70-72

16. Why do you use these resources? (Please comment on the effectiveness of learning activities in each resource.)

_____

_____

_____

17. Why have you selected not to use some of these resources? (Please comment on the effectiveness of learning in each resource.)

_____

_____

_____

18. Check the tests used in your program.

C-2

a. The optional I.D.E.C.C.Computer Evaluation Package to gauge students performance . . . . . ☐ 5
b. The Pre & Post Test with the U.T. General Marketing Curriculum. . ☐ 6
c. The Pre & Post Test with the U.T. American Enterprise Series. . . ☐ 7
d. Others-list . . . . . ☐ 8

_____

19. Check which revisions and update materials you order annually:

a. U.T. revised instructional publications . . . . . ☐ 9
b. I.D.E.C.C. systems updates. . . . . ☐ 10
c. Ohio State subscription service updates . . . . . ☐ 11
d. Text and workbook revisions (other than State issue). . . . . ☐ 12

20. Write the dollar amount of your $400 budget you spend on the following each year.

a. U.T. instructional publications . . . . . ☐☐☐ 13-15
b. I.D.E.C.C. system . . . . . ☐☐☐ 16-18
c. Ohio State subscription service . . . . . ☐☐☐ 19-21
d. Texts and workbooks (other than State issue). . . . . ☐☐☐ 22-24
e. Other instructional aids. . . . . ☐☐☐ 25-27

SECTION II

STEP #1

On pages 9 to 18 you will find a listing of job titles commonly used in D.E. placement activities. You will review these jobs and rate them on certain criteria.

Your assignment in Step #1 is to review the entire list and

-Check column 1 if you have a student presently placed in that job

-Check column 2 for those jobs where you do not presently have students placed, but have had placements within the last three years.

Turn to page 9 and complete this assignment before going to step #2. As you review the list add any jobs you feel need to be included to make this list complete.

STEP #2

Your assignment in this step is to record the relative percent time you spend on each job you checked (✓) in columns 1 and 2. Relative percent time means the total time you spend performing the activities required by a student placement in a given job compared with the time you spend on all student placements.

You will record the relative percent time spent using the scale shown below and on each page of the job listings.

A relative percent time spent scale is defined for this survey as a scale with seven points, with point number one (1) relating to a very low percent time and point number seven (7) relating to an extremely high percent time spent performing the activities required by a student placement. Jobs requiring different ratings would fall between the two extreme ratings.

To time rate a job, you are to consider your placement activities, your coordinating duties with students, employers, parents and others, your preparation and grading students' specific assignments, and any other time spent relative to the job.

RELATIVE PERCENT TIME SPENT SCALE

EXAMPLE:

1	2	3	4	5	6	7
Extremely Low	Very Low	Low	Average (Neither Low or High)	High	Very High	Extremely High

Suppose you checked (✓) jobs 1 and 3 below.

	1	2	3	4	5
1. Copywriter	✓		2		
2. Fashion Coordinator					
3. Receiving Clerk		✓	6		

If you checked (✓) job one (1) and decided you spend a very low percentage of time on job one (1) (compared to the other jobs), then you would write a 2 in column three (3) for job one (1).

If you did not check (✓) job two (2), you would leave the appropriate space in column 3 blank

If you checked (✓) job three (3) and decided you spend a very high percentage of time on job three (3) you would write a 6 in the appropriate space in column 3.

Start on page 9 and read each job you checked (✓). Then:

a. Decide the time spent estimate you think the job should have.
b. Write the time spent estimate in the appropriate space under column 3.

Time rate ONLY the jobs you have checked (✓) or added. Leave others blank.

Please complete this step before going to Step #3.

STEP #3

In this step you are to review those jobs you have checked (✓) and added in the steps #1 & #2 and evaluate the instructional material available for these jobs. If you determine that the instructional materials are inadequate, place a check (✓) in column 4.

Instructional materials are considered inadequate if not available, out of print, needs revision, requires excessive resources, too expensive or does not accomplish the stated teaching or learning objectives of the D.E. program.

Remember, place a check (✓) in column 4 only if you feel the available instructional materials are inadequate.

Please complete this assignment before going to Step #4.

STEP #4

In this step you are to again review the jobs and check (✓), in column 5, those jobs where you have personal working experience. Please check (✓) all the jobs where you have work experience. If you have experience in a distributive job that is not listed, please add it and check (✓) column 5 in the appropriate place.

RELATIVE PERCENT TIME SPENT SCALE

1 Extremely Low | 2 Very Low | 3 Low | 4 Average (Neither) (Low or High) | 5 High | 6 Very High | 7 Extremely High

	✓ Current placements 1	✓ Other placements in past 3 yrs. 2	Time rate placements 3	Instructional material not adequate 4	✓ Your experience 5	
04.0100 ADVERTISING						C-3
1 Advertising Assistant						5- 9
2 Advertising Layout Man						10-14
3 Advertising-Material Distributor						15-19
4 Clerk, Advertising						20-24
5 Clerk, Advertising-Dispatch						25-29
6 Clerk, Advertising-Space						30-34
7 Clerk, Classified-Ad						35-39
8 Copywriter						40-44
9 Displayer, Merchandise						45-49
10 Salesperson, Newspaper Circulation						50-54
11 Salesperson, Advertising Services						55-59
12 Sales Representative, Advertising						60-64
13 Sales Representative, Grapnic Art						65-69
14 Sales Representative, Printing						70-74
15 Sales Representative, Radio and TV Time						C-4 5- 9
16 Sales Representative, Signs						10-14
17 Sales Representative, Signs and Displays						15-19
18 Sales Representative, TV Cable Service						20-24
19 Sign Writer						25-29
Add jobs which are not listed and make appropriate checks.						
04.0200 APPAREL AND ACCESSORIES						
1 Fashion Coordinator						30-34
2 Salesperson, Corsets						35-39
3 Salesperson, Fashion Accessories						40-44
4 Salesperson, Furs						45-49
5 Salesperson, Infant's and Children's Wear						50-54
6 Salesperson, Jewelry						55-59
7 Salesperson, Leather Goods						60-64
8 Salesperson, Men's and Boy's Clothing						65-69
9 Salesperson, Men's Furnishings						70-74
10 Salesperson, Millinery						C-5 5-9

RELATIVE PERCENT TIME SPENT SCALE

1 Extremely Low | 2 Very Low | 3 Low | 4 Average (Neither) (Low or High) | 5 High | 6 Very High | 7 Extremely High

		✓ Current placements 1	✓ Other placements in past 3 yrs. 2	Time rate placements 3	✓ Instructional material not adequate 4	✓ Your experience 5	
	04.0200 APPAREL AND ACCESSORIES CON'T.						
11	Salesperson, Orthopedic Shoes						10-14
12	Salesperson, Shoes						15-59
13	Salesperson, Women's Apparel and Accessories						20-24
14	Salesperson, Yard Goods						25-29
15	Sales Representative, Safety Apparel & Equip.						30-34
16	Sales Representative, Uniforms						35-39
	Add jobs which are not listed and make appropriate checks.						
	04.0300 AUTOMOTIVE						
1	Car Rental Dispatcher						40-44
2	Inventory Control Clerk						45-49
3	Manager of Parts						50-54
4	Salesperson, Automobiles						55-59
5	Salesperson, Automotive Accessories						60-64
6	Salesperson, Auto Rental or Leasing						65-69
7	Salesperson, Parts						70-74
8	Salesperson, Trailers and Motor Homes						C-6 5- 9
	Add jobs which are not listed and make appropriate checks.						
	04.0400 FINANCE AND CREDIT						
1	Cashier						10-14
2	Cashier Supervisor						15-19
3	Clerk, Account Information						20-24
4	Clerk, Charge Card						25-29
5	Clerk, Charge Account						30-34
6	Clerk, Commodity Loan						35-39
7	Clerk, Credit						40-44
8	Clerk, Credit Records						45-49
9	Clerk, Disbursement						50-54
10	Clerk, Foreign Exchange						55-59

RELATIVE PERCENT TIME SPENT SCALE

1 Extremely Low | 2 Very Low | 3 Low | 4 Average (Neither) (Low or High) | 5 High | 6 Very High | 7 Extremely High

	✓ Current placements 1	✓ Other placements in past 3 yrs. 2	Time rate placements 3	✓ Instructional material not adequate 4	✓ Your experience 5	
04.0400 FINANCE AND CREDIT CON'T.						
11 Clerk, Reconcilement						60-64
12 Clerk, Registered Mail						65-69
13 Clerk, Remittance						70-74
14 Clerk, Routing						C-7 5- 9
15 Clerk, Statement Request						10-14
16 Teller						15-19
17 Teller, Foreign Exchange						20-24
18 Teller, New Accounts						25-29
19 Teller, Note						30-34
Add jobs which are not listed and make appropriate checks.						
04.0500 FLORISTRY						
1 Salesperson, Florist Supplies (Retail)						35-39
2 Salesperson, Florist Supplies (Wholesale)						40-44
3 Salesperson, Flowers (Retail)						45-49
4 Salesperson, Flowers (Wholesale)						50-54
Add jobs which are not listed and make appropriate checks.						
04.0600 FOOD DISTRIBUTION						
1 Bagger, Carry-out Person						55-59
2 Cashier, Bakery Products						60-64
3 Cashier - Checker						65-69
4 Cashier, Courtesy Booth						70-74
5 Clerk, Receiving						C-8 5- 9
6 Clerk, Stock						10-14
7 Manager, Meat Sales and Storage						15-19
8 Sales Clerk, Food						20-24
9 Salesperson, Bakery						25-29
10 Salesperson, Driver-Helper						30-34
11 Salesperson, Meat						35-39
12 Supermarket Buyer						40-44

RELATIVE PERCENT TIME SPENT SCALE

1 Extremely Low | 2 Very Low | 3 Low | 4 Average (Neither) (Low or High) | 5 High | 6 Very High | 7 Extremely High

	√ Current placements 1	√ Other placements in past 3 yrs. 2	Time rate placements 3	√ Instructional material not adequate 4	√ Your experience 5	
04.0600 FOOD DISTRIBUTION CON'T.						
13 Supermarket Department Head						45-49
Add jobs which are not listed and make appropriate checks.						
04.0700 FOOD SERVICE						
1 Cashier						50-54
2 Catering Manager						55-59
3 Clerk, Counter						60-64
4 Equipment and Supplies Trainee						65-69
5 Food Checker						70-74
6 Host - Hostess						C-9 5- 9
7 Manager, Fast Food Service						10-14
8 Manager, Food Service						15-19
9 Salesman, Hotel and Restaurant						20-24
10 Steward						25-29
11 Supervisor, Food Checkers and Cashiers						30-34
12 Vending and Coin Machine Collector						35-39
13 Waiter, Waitress, Head						40-44
Add jobs which are not listed and make appropriate checks.						
04.0800 GENERAL MERCHANDISE						
1 Buyer						45-49
2 Buyer, Assistant						50-54
3 Cashier						55-59
4 Cashier - Checker						60-64
5 Cashier, Courtesy Booth						65-69
6 Cashier - Wrapper						70-74
7 Clerk, Customer-Service						C-10 5- 9
8 Clerk, Coupon-Redemption						10-14
9 Clerk, Layaway						15-19
10 Clerk, Mail Order						20-24
11 Clerk, Marking						25-29

RELATIVE PERCENT TIME SPENT SCALE

1 Extremely Low | 2 Very Low | 3 Low | 4 Average (Neither) (Low or High) | 5 High | 6 Very High | 7 Extremely High

	✓ Current placements 1	✓ Other placements in past 3 yrs. 2	Time rate placements 3	✓ Instructional material not adequate 4	✓ Your experience 5	
04.0800 GENERAL MERCHANDISE CON'T.						
12 Clerk, Receiving						30-34
13 Clerk, Sales						35-39
14 Clerk, Shipping						40-44
15 Clerk, Stock						45-49
16 Comparison Shopper						50-54
17 Deliveryman						55-59
18 Demonstrator						60-64
19 Inventory Control Assistant						65-69
20 Manager, Department						70-74
21 Manager, Machinery-Equipment Rental & Leasing						C-11 5- 9
22 Manager, Merchandise						10-14
23 Manager, Store						15-19
24 Order Filler						20-24
25 Personal Shopper						25-29
26 Sales Attendant						30-34
27 Sales Check Writer						35-39
28 Salesperson, China and Silverware						40-44
29 Salesperson, Cosmetics and Toiletries						45-49
30 Supervisor of Sales						50-54
31 Vending-Stand Supervisor						55-59
32 Warehouse Person						60-64
33 Wholesaler						65-69
Add jobs which are not listed and make appropriate checks.						
04.0900 HARDWARE, BUILDING MATERIALS,						
FARM AND GARDEN SUPPLIES AND EQUIPMENT						70-74
1 Clerk, Assistant						C-12 5- 9
2 Manager, Customer Service						10-14
3 Salesperson, Building Supplies (Retail)						15-19
4 Salesperson, Building Supplies (Wholesale)						20-24
5 Salesperson, Dairy Supplies						25-29
6 Salesperson, Electrical						30-34
7 Salesperson, Farm Equipment						35-39

RELATIVE PERCENT TIME SPENT SCALE

1 Extremely Low | 2 Very Low | 3 Low | 4 Average (Neither) (Low or High) | 5 High | 6 Very High | 7 Extremely High

	✓ Current placements 1	✓ Other placements in past 3 yrs. 2	Time rate placements 3	✓ Instructional material not adequate 4	✓ Your experience 5	
04.0900 HARDWARE, BUILDING MATERIALS,						
FARM AND GARDEN SUPPLIES AND EQUIPMENT CON'T.						
8 Salesperson, Feed & Fertilizer						40-44
9 Salesperson, General Hardware (Retail)						45-49
10 Salesperson, General Hardware (Wholesale)						50-54
11 Salesperson, Horticultural & Nursery Products						55-59
12 Salesperson, Paint and Wallpaper						60-64
13 Salesperson, Plumbing						65-69
14 Salesperson, Tractor & Farm Implement						70-74
15 Service Department Manager						C-13 5- 9
16 Yardman						10-14
Add jobs which are not listed and make appropriate checks.						
04.1000 HOME FURNISHINGS						
1 Apprentice Decorator						15-19
2 Clerk, Warehouse and Delivery						20-24
3 Display Assistant						25-29
4 Drapery and Upholstery Estimator						30-34
5 Furnishing Displayer						35-39
6 Salesperson, Curtains and Draperies						40-44
7 Salesperson, Custom Draperies						45-49
8 Salesperson, Floor Coverings						50-54
9 Salesperson, Furniture						55-59
10 Salesperson, Household Appliances						60-64
11 Salesperson, Sewing Machines						65-69
12 Salesperson, Stereo Equipment						70-74
13 Trainee, Buyer						C-14 5- 9
14 Trainee, Interior Decorator						10-14
15 Trainee, Management						15-19
Add jobs which are not listed and make appropriate checks.						

RELATIVE PERCENT TIME SPENT SCALE

1 Extremely Low | 2 Very Low | 3 Low | 4 Average (Neither) (Low or High) | 5 High | 6 Very High | 7 Extremely High

	✓ Current placements 1	✓ Other placements in past 3 yrs. 2	Time rate placements 3	✓ Instructional material not adequate 4	✓ Your experience 5	
04.1100 HOTELS AND LODGING						
1 Cashier						20-24
2 Clerk, Desk						25-29
3 Clerk, Hotel						30-34
4 Clerk, Information						35-39
5 Clerk, Reservations						40-44
6 Receptionist						45-49
7 Sales Representative, Hotel Services						50-54
Add jobs which are not listed and make appropriate checks.						
04.1200 INDUSTRIAL MARKETING						
1 Clerk, Shipping						55-59
2 Clerk, Stock (Inventory Control)						60-64
3 Clerk, Receiving						65-69
4 Order Dispatcher						70-74
5 Salesperson, Counter						C-15 5- 9
6 Sales Representative - Salesperson						10-14
7 Warehouseperson						15-19
Add jobs which are not listed and make appropriate checks.						
04.1300 INSURANCE						
1 Claim Examiner						20-24
2 Clerk, Escrow						25-29
3 Clerk, Escrow Account						30-34
4 Sales Agent, Insurance						35-39
Add jobs which are not listed and make appropriate checks.						

RELATIVE PERCENT TIME SPENT SCALE 1 Extremely Low · 2 Very Low · 3 Low · 4 Average (Neither) (Low or High) · 5 High · 6 Very High · 7 Extremely High	✓ Current placements 1	✓ Other placements in past 3 yrs. 2	Time rate placements 3	Instructional material not adequate 4	✓ Your experience 5	
04.1400 INTERNATIONAL TRADE						
1 Clerk, Documentation						40-44
2 Clerk, Import-Export						45-49
3 Clerk, Order						50-54
4 Salesperson						55-59
Add jobs which are not listed and make appropriate checks.						
04.1500 PERSONAL SERVICES						
1 Counter Attendant - Counterperson						60-64
2 Counterperson, Laundry or Dry Cleaning						65-69
3 Counterperson, Shoe Repair						70-74
4 Funeral Director Assistant						C-16 5- 9
5 Repair Estimator (Shoe, Garment, etc.)						10-14
6 Salesperson, Cosmetology						15-59
7 Salesperson, Dance and Art Studio						20-24
8 Salesperson, Pet Care Shop						25-29
9 Salesperson, Photographic Studio						30-34
10 Salesperson of Personal Services						35-39
11 Salesperson, Rental Business						40-44
12 Supervisor, Dry Cleaning						45-49
Add jobs which are not listed and make appropriate checks.						
04.1600 PETROLEUM						
1 Attendant, Full-service Station						50-54
2 Attendant, Self-service Station						55-59
3 Counterperson						60-64
4 Distributor Dispatcher						65-69
5 Manager, Automobile Service Station						70-74
6 Salesperson, Oilfield Supplies & Equipment						C-17 5- 9
7 Warehouseperson (Distributor)						10-14
Add jobs which are not listed and make appropriate checks.						

RELATIVE PERCENT TIME SPENT SCALE 1 Extremely Low · 2 Very Low · 3 Low · 4 Average (Neither) (Low or High) · 5 High · 6 Very High · 7 Extremely High	✓ Current placements 1	✓ Other placements in past 3 yrs. 2	Time rate placements 3	✓ Instructional material not adequate 4	✓ Your experience 5	
04.1600 PETROLEUM CON'T.						
04.1700 REAL ESTATE						
1 Associate Realtor						15-19
2 Real Estate Agent						20-24
3 Rental Agent						25-29
4 Residential Sales Associate						30-34
5 Sales Agent, Business Services						35-39
6 Sales Associate-Salesperson-Sales Agent						40-44
Add jobs which are not listed and make appropriate checks.						
04.1800 RECREATION AND TOURISM						
1 Cashier						45-49
2 Clerk, Information						50-54
3 Manager, Recreation Establishment						55-59
4 Manager, Theater						60-64
5 Manager, Travel Agency						65-69
6 Reservations Agent						70-74
7 Salesperson, Art Objects						C-18 5- 9
8 Salesperson, Boat & Motors,& Marine Supplies						10-14
9 Salesperson, Books						15-19
10 Salesperson, Musical Instruments & Accessories						20-24
11 Salesperson, Pets and Pet Supplies						25-29
12 Salesperson, Phono Records & Tape Recordings						30-34
13 Salesperson, Pianos and Organs						35-39
14 Salesperson, Sheet Music						40-44
15 Salesperson, Sporting Goods						45-49
16 Salesperson, Stamps or Coins						50-54
17 Salesperson, Toy Trains & Accessories						55-59
18 Sales Representative, Hobbies and Crafts						60-64
19 Sales Representative, Novelties						65-69
20 Travel Agent						70-74

RELATIVE PERCENT TIME SPENT SCALE

1 Extremely Low | 2 Very Low | 3 Low | 4 Average (Neither) (Low or High) | 5 High | 6 Very High | 7 Extremely High

	✓ Current placements 1	✓ Other placements in past 3 yrs. 2	Time rate placements 3	✓ Instructional material not adequate 4	✓ Your experience 5	
04.1800 RECREATION AND TOURISM CON'T.						
Add jobs which are not listed and make appropriate checks.						
04.1900 TRANSPORTATION						C-1
1 Clerk, Assistant Rate						5- 9
2 Clerk, Rate						10-14
3 Clerk, Rate & Traffic Tariff						15-19
4 Clerk, Receiving						20-24
5 Clerk, Shipping						25-29
6 Crating & Moving Estimator						30-34
7 Customer Service						35-39
8 Dispatcher						40-44
9 Express Agent						45-49
10 Receiving Checker						50-54
11 Supervisor, Customer Services						55-59
12 Ticket Agent						60-64
13 Trainee, Management						65-69
14 Trainee, Sales						70-74
Add jobs which are not listed and make appropriate checks.						

Please read and check (✓) the appropriate box as you complete each step.

STEP 1

☐ Completed

Return to page 6 and read the instructions for Step 2.

STEP 2

☐ Completed

Return to page 8 and read the instructions for Step 3.

STEP 3

☐ Completed

Return to page 8 and read the instructions for Step 4.

STEP 4

☐ Completed

THANK YOU

Now, place this survey in the self-addressed stamped envelope and drop it in the mail.

APPENDIX G

Job Inventory

for

Travel Agents

A JOB INVENTORY

FOR

TRAVEL AGENTS

PREPARED FOR THE

TEXAS EDUCATION AGENCY

BY THE

OCCUPATIONAL RESEARCH PROGRAM

INDUSTRIAL ENGINEERING DEPARTMENT

TEXAS A&M UNIVERSITY

BACKGROUND INFORMATION

DO NOT WRITE	JOB NUMBER		C-1 1-4
IN THIS SPACE	POPULATION CODE		5-8

PLEASE PRINT

Name: _____

Business Name: _____

Business Address: _____

Business Phone: _____

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INTRODUCTION

You will perform an invaluable service to the future training and employment experience of Distributive Education students in Texas public schools by accurately completing this survey.

DISTRIBUTIVE EDUCATION DEFINED

Distributive Education (derived from the distributive function of our economy) is a program of instruction in sales and marketing. It is designed to prepare high school students for careers in a wide range of sales and marketing jobs, including businesses engaged in travel marketing.

This booklet contains a listing of tasks performed in travel agencies. You are being asked to make certain judgments, on tasks performed by employees with 12 months or less experience in your agency.

By completing this booklet, you will help establish training priorities for entry level employees.

This information will help insure that training materials developed by Texas public schools for training entry level travel agents will be job related and cost effective. Training will be job related because it will reflect the information you provide in this booklet. It will be cost effective in that the training activity can concentrate upon those work tasks which have the highest priority for training.

INSTRUCTIONS

Please complete this booklet in two separate steps.

STEP 1 Read through the list of task statements. As you read, check (✓) each task you feel an employee in a travel agency should be able to perform proficiently during his first 12 months on the job. Make your checks in the first column to the right of the listed task statements.

Please turn to page four (4) and complete this step.

PERFORM THE ABOVE STEP BEFORE CONTINUING TO STEP 2.

STEP 2 In this step, you will examine those tasks you checked in Step 1 and determine the training priority necessary for each task. Priority means establishing a rating or ranking of something by order of importance or urgency. In this instance, you will be establishing the order of importance or urgency for training entry level travel agents to perform the tasks you checked.

The following rating scale will enable you to determine the training priority to assign to the tasks you checked. Using this scale, write your ratings in the second column (labeled Training Priority).

Rating Scale

1 Extremely low priority
2 Very low
3 Low
4 Average (neither high or low)
5 High
6 Very high
7 Extremely high priority

Helpful hint for STEP 2:

Choose a task that you feel should be ranked at or near the middle of the scale (average) and choose tasks that you feel should be ranked at each extreme end of the scale then use them as reference points for judging the training priority of all other tasks.

Training Priority Scale 1 Extremely Low Priority · 2 Very Low · 3 Low · 4 Average (Neither) (Low or High) · 5 High · 6 Very High · 7 Extremely High Priority	If Performed By Entry Level Employee ✓ 1	Training Priority 2	
A: TRIP COUNSELING			
1 Advise client about travel document requirements (passports, visas, etc.)			9
2 Advise client of cost requirements.			10
3 Advise client of required health certificates, immunizations, and other health regulations.			11
4 Counsel with client concerning tour options.			12
5 Interview client to determine travel preferences, method of travel, hotel, length of stay, etc.			13
6 Provide descriptive brochures to client.			14
B: TRIP PLANNING			
1 Aid client in completing necessary forms (visas, passports, etc.)			15
2 Collect clients deposits, in full payments or prepayments for hotel and/or tour reservations.			16
3 Collect necessary forms (visas, passports, etc).			17
4 Collect pictures, completed interview forms, etc. as required by foreign consulates for processing passports, visas, etc.			18
5 Compute rates and fares.			19
6 Confirm finalized travel plans with client.			20
7 Contact and obtain confirmations from carrier(s), hotel(s), & tour(s) for client approved itinerary.			21
8 Contact carriers and lodging concerning changes in clients plans (cancellations, rerouting, delays, etc.).			22
9 Contact carriers and lodging for tour or group rates.			23

Training Priority Scale 1 Extremely Low Priority · 2 Very Low · 3 Low · 4 Average (Neither) (Low or High) · 5 High · 6 Very High · 7 Extremely High Priority	If Performed By Entry Level Employee 1	Training Priority 2	
B: TRIP PLANNING CONT.			
10 Consult with foreign consulates concerning travel requirements in their countries.			24
11 Consult with foreign consulates to seek travel approval for clients.			25
12 Deliver and explain final travel plans and documents to clients			26
13 Develop travel plans and/or alternatives.			27
14 Forward clients deposits, in full payments or prepayments to hotel and/or tour companies.			28
15 Make follow-up calls to clients, to determine trip success.			29
16 Package final travel plans, documents, confirmations, bon voyage gifts, etc.			30
17 Pick up and deliver final passports, visas, tourist cards, etc. to client.			31
18 Prepare draft reservations card.			32
19 Present proposed travel plans and/or alternatives to client.			33
20 Write tickets, insurance coverage, travelers' checks, required vouchers, and billings.			34
C: CLERICAL ACTIVITIES			
1 Complete rental car and hotel vouchers (money paid to agents).			35
2 Counsel with customer concerning complaints.			36
3 Credit unused tickets to customer accounts or refund customer's money.			37
4 Design forms for in office use.			38
5 Enter ticket request, client confirmation and changes on computer.			39

Training Priority Scale 1 Extremely Low Priority · 2 Very Low · 3 Low · 4 Average (Neither) (Low or High) · 5 High · 6 Very High · 7 Extremely High Priority	If Performed By Entry Level Employee 1	Trainee Priority 2	
C: CLERICAL ACTIVITIES CONT.			
6 File brochures.			40
7 Follow-up on delayed tickets.			41
8 Follow-up on no shows for guaranteed lodgings.			42
9 Inventory and order required forms, packets, tickets, etc.			43
10 Invoice tickets to charge customers.			44
11 Issue cash receipts.			45
12 Load teleticket machine.			46
13 Mail tickets to clients.			47
14 Make bank deposits.			48
15 Make required bookkeeping entries.			49
16 Provide information for weekly and monthly ticket reports.			50
17 Reconcile customers accounts.			51
18 Record and file all clients pertinent information (address, phone, credit card numbers, etc.).			52
19 Review "Area Settlement Plan" from ATC and confirm balances.			53
20 Type travel itinerary.			54
21 Up date clients file.			55
22 Write letters to clients, carriers, hotels, car rental agencies etc.			56
23 Write weekly and monthly ticket reports.			57
24 Update ticket receipt and delivery record.			58

Training Priority Scale 1 Extremely Low Priority · 2 Very Low · 3 Low · 4 Average (Neither) (Low or High) · 5 High · 6 Very High · 7 Extremely High Priority	If Performed By Entry Level Employee ✓ 1	Training Priority 2	
D: PROMOTION ACTIVITIES			
1 Implement advertising plans.			59
2 Make follow-up calls on past clients.			60
3 Make travel presentations to businesses, clubs, or other organizations.			61
4 Plan advertising activities with carriers or tour companies.			62
5 Set up travel displays (in agency, hotel windows, lobbies, etc.)			63
6 Write newsletters to clients.			64

Please read and check (✓) the appropriate box as you complete each step.

STEP 1

☐ Completed

Return to page and read the instructions for STEP 2.

STEP 2

☐ Completed

THANK YOU

Now place this survey in the self addressed stamped envelope and drop in the mail.